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THE NATIONAL NEWSPAPER OF MARKETING

Bill Introduced to Give Tax Aid to 'Election' Ads

Rep. Forand Bill Permits Ads in Election Where Business Is at Stake

WASHINGTON, March 5—The first signs of congressional concern with a tax service crackdown on "lobbying" advertising appeared this week as a ranking member of the House ways and means committee introduced legislation which assures a right to advertise when the survival of a business is at stake, in a public election.

The bill, sponsored by Rep. A. J. Forand (D., R.I.), would wipe out the position taken by the Internal Revenue Service recently in rulings which prevented alcoholic beverage distributors in Washington and Arkansas from taking a tax deduction for ads which were used to beat a dry law referendum.

■ As introduced today the bill (H.R. 5193) is confined solely to a right to advertise when survival is at stake in an election. Except for this narrow area it leaves intact the broad grant of power over

(*Continued on Page 8*)

Ads Should Mold Economy, Not Just Sell Goods: Weir

DETROIT, March 6—Walter Weir, exec vp of Donahue & Coe, today called for more responsibility in advertising and less emphasis on the hard and quick sell.

Assessing advertising's role in the U.S. economy, Mr. Weir warned the Adcraft Club of Detroit here that those in advertising who espouse the theory that advertising must sell regardless of all other considerations "espouse a very limited and even fatal point of view.

"It is simply not enough," said Mr. Weir, "to adopt a sales policy of unloading the product, no matter what. Indeed, I think it is far from enough to conceive of advertising as chiefly the creation of a selling message. Advertising, in my opinion, is a profession whose chief purpose—in our economy—is helping keep consumption in proper balance with production.

■ "Those who proclaim that the sole purpose of advertising is to produce sales, and that any consideration of ethics, esthetics, or personal involvement of any kind with the human race is effete and unrealistic are taking a very short-sighted and unprofitable point of view.

"I think that advertising must

(*Continued on Page 78*)

NEW NAME?—*Steve Allen has told Greyhound he does not want the name Steverino used for the dog in commercials after he loses Greyhound as a sponsor. But Steverino (here sporting a new Benrus) can appear on the Greyhound and Benrus sponsored Jack Benny spectacular on CBS March 18.*

Triple Spotting Aplenty Is Found in Probe by BAR

Investigation Turns Up 5,036 'Irregularities' in Study of 25 Markets

NEW YORK, March 6—Advertisers and agencies who were hopeful that the tv triple spotting problem was on the way to solution had depressing news in the "Questionable Station Practices" study released this week by Broadcast Advertisers Reports.

The study tabulated (1) the amount of triple-or-more spotting, (2) the number of network advertisers affected by overtime station breaks, and (3) the number of competitive product conflicts, etc., for a single week in November, December or January for 25 markets. The tabulation, which cov-

(*Continued on Page 79*)

Whose Ox? . . .

Rate Juggling of Dailies, Stations Is Under Fire

Campbell-Mithun Exec Asks Single Rate to End Threat to Broadcast Ethics

MINNEAPOLIS, March 3—There is a growing trend among radio and tv stations of offering deals to national and regional advertisers, and something should be done to stop it.

This warning was issued by Arthur H. Lund, radio-tv director of Campbell-Mithun, in a letter to John Blair, of John Blair & Co.; Edward Petry, Edward Petry & Co., and Lloyd Griffin, of Peters, Griffin, Woodward, radio-tv representatives.

"I know this subject is not new, but it is increasing in dimensions and seriousness every week," Mr. Lund said. "I refer to the growing trend of local television and radio stations to offer local rate deals to national and regional advertisers, to the dislike and embarrassment of legitimate advertising agencies.

■ "I'm not complaining or being an alarmist about this situation because it in any way affects our agency's income. If our client's local representatives make a purchase at local rates, we are given

(*Continued on Page 75*)

NRMA's Engle Says Dailies Chase National Ad 'Will-o-the-Wisp'

BOSTON, March 3—Newspapers were cautioned here against raising their local rates in an attempt to narrow or eliminate the price gap with national rates.

Edward F. Engle, manager of the sales promotion division of the National Retail Merchants Assn., said, "An artificial raising of local rates in order to divert some cooperative money into national advertising linage will be resisted strongly by our people, who now spend 80% of our advertising dollar in your medium."

Mr. Engle, who spoke yesterday at the spring meeting of the New England Newspaper Advertising Executives Assn., added that a local rate boost would hurt manufacturers more than retailers. According to Mr. Engle, any plans aimed at getting cooperative advertising switched over to national linage should be dropped in favor of a look at converting some national ad money into local level spending.

■ "I would hesitate to think of what boiler-plate national advertising would do to the news value

(*Continued on Page 75*)

NAB Sets Rules for Radio Ratings; Urges: Police 'em

WASHINGTON, March 5—The radio research committee of the National Assn. of Broadcasters today published standards for radio audience surveys and adopted a resolution urging survey and rating services to keep an eye on promotional materials which are based on their surveys.

In addition, it declared that "research and survey companies engaged in radio research should po-

(*Continued on Page 75*)

Courts to Decide? . . .

Option Time Violates Anti-Trust: Hansen

Justice's Hansen Tells FCC, 'Necessary or Not, Option Time Must End'

WASHINGTON, March 6—The tv option time issue bounced back to the Federal Communications Commission today with a stiff Justice Department memorandum which makes it clear that option time isn't likely to survive without a fight-to-the-finish at FCC or in court.

Since mid-January, Anti-Trust Chief Victor Hansen had been combing over a proposed FCC "decision" which finds that option arrangements of the type presently used by television networks are "reasonably necessary" in the public interest.

His "no thank you" to FCC Chairman John Doerfer today says FCC's own report convinces him that option arrangements are outright anti-trust violations which can't continue even if FCC thinks they are useful.

■ The exchange of correspondence between the two government agencies, released by FCC today, brings into the open the tense behind-the-scene jurisdictional dispute which has been raging between a pro-option time FCC majority, and the anti-option time gr.up in the Department of Justice.

"Viewed either as an exclusive dealing or tying device, the commission's own findings require the conclusion that option time runs afoul of the Sherman Act," the anti-trust chief wrote.

"Beside the point, therefore, is affiliates' limited right to reject network programs, as well as the view of a narrow commission majority that option time is reasonably necessary for successful network operations and is in the public interest."

■ Rejecting FCC's assertion that removal of option time "will be very disadvantageous to networks and will greatly impair their ability to operate profitably," Mr. Hansen drew on the old Paramount case to say "the policy of the anti-trust laws is not qualified or conditioned by the convenience of those whose conduct is regulated. Nor can a vested interest in a practice which contravenes the policy of the anti-trust laws receive judicial sanction."

With the Justice Department holding its ground against continued use of option time, FCC must decide whether to retreat, or to go ahead in defiance of the Justice Department's position.

■ Some leaders in the broadcasting industry have contended that last week's Supreme Court decision in the NBC-Westinghouse station swap case permits FCC to let public interest considerations take precedence over anti-trust issues in deciding broadcast indus-

(*Continued on Page 78*)

Last Minute News Flashes

Pan-American Coffee Bureau Moves to BBDO

NEW YORK, March 6—Pan-American Coffee Bureau has switched its advertising to Batten, Barton, Durstine & Osborn from Fuller & Smith & Ross, effective June 1. The account bills around $1,000,000. The bureau's Canadian advertising continues with Vickers & Benson.

International Pools to Doyle Dane Bernbach

WHITE PLAINS, N. Y., March 6—International Swimming Pools has named Doyle Dane Bernbach to succeed Geyer, Morey, Madden & Ballard. International, maker of Esther Williams pools, left Geyer after less than a year following "some friendly but fundamental differences."

Reynolds Reslates N. Y. Dailies Using Diplomat Ads

NEW YORK, March 6—R. J. Reynolds, marketer of Camel, Winston and Salem cigarets, has asked New York newspapers not to run its advertising copy in the same issues with copy for Diplomat cigarets, the "safer" brand made by North American Cigarette Manufacturers. When first introduced, Diplomat had trouble getting newspapers' okay for its copy, which talked about "health dangers connected with smoking." Reynolds has given newspapers here the option of moving its ads to other days. William Esty Co. is Reynolds' agency. Diplomat, introduced with print ads in the East last fall, has added radio in New York, Philadelphia, Baltimore and Washington and is now market testing in other eastern cities. Robert M. Marks & Co., New York, is the agency.

(*Additional News Flashes on Page 79*)

Ladies Garment Workers Names Doyle Dane Shop

Label Promotion Can't Be Handled on Assembly Line Basis, Says ILG Exec

NEW YORK, March 4—David Dubinsky, president of the International Ladies Garment Workers Union, today named Doyle Dane Bernbach Inc. to handle a $2,000,000 advertising drive boosting the union label. The agency's appointment was reported exclusively in ADVERTISING AGE last week.

Mr. Dubinsky said the ILGWU will spend the money through 1960 to promote the union label as a "moral" trademark to "drive undesirable elements" out of the $12 billion garment industry. He said the bulk of the $2,000,000 will be spent in print and broadcast media aimed at "popularizing" the label among women consumers and retailers.

At the same time Mr. Dubinsky announced the union will seek rank and file approval at an

(*Continued on Page 75*)

'Our Position Is Unique' . . .

Sun Hardly Ever Sets on J. Walter Thompson

Agency Recreates Its Image—and That of U.S. Ad Field—in Many Lands

(This is the second of three articles on the international operations of J. Walter Thompson Co.)

By Milton Moskowitz
International Editor

NEW YORK, March 3—J. Walter Thompson Co., a worldwide advertising agency, was forced during World War I to close both of the offices it maintained abroad—in London and Toronto.

During World War II, while it was forced to retreat from Nazi-occupied Europe, Thompson carried on everywhere else. JWT offices in Britain, South Africa, India, Canada, Australia and Argentina functioned right through the war.

The difference is important. It signaled the arrival of these offices as national agencies in their own rights, not dependent on transient export business from America.

This *local* standing is, perhaps above all else, the test of an international agency. Sam Meek, vice-chairman of JWT, points out that although the initial impetus for entering a market stems from the desire and need to offer clients additional facilities, a successful office must eventually have more than half of its billings in *local* accounts.

■ Virtually all of the 32 non-U.S. offices of Thompson meet this standard today. Shortly after Thompson opened in Amsterdam at the end of 1957, Mr. Meek said: "If we do the kind of job I know we can do there, it won't be long before major advertisers in Holland are attracted to us. It has always worked that way."

JWT, Amsterdam, has already made progress in this direction. Under the stewardship of Wessel Wessel, a Dutch adman who previously had his own agency, and Raimond Senior, an American who has worked for JWT in the U.S., India and Belgium, the office has secured such local accounts as a canned soup from Lever (Holland's largest advertiser), Moccona instant coffee and a leading cigaret brand. In addition, the office services such U.S. companies as Caltex, Pan American World Airways and Douglas Aircraft.

■ On the other hand, Thompson's progress in Japan, where an office was opened in 1956, has been slower. The Japanese advertising industry is fairly rigid, and one

(Continued on Page 50)

New Manual Urges Laundry Men to 'Clean Up' Ad Copy

ATLANTIC CITY, March 3—Laundry men are being urged to remove specific repelling words from their advertising in order to attract more customers.

In a public relations handbook, "Such Language," produced for laundry men and introduced for the first time yesterday in Atlantic City at the annual convention of the American Institute of Laundering, professional laundries are being told that their ads should not include "grime, soiled, mildew, germs, dirt and odor."

"Instead of telling the housewife how you launder her family's clothes," the booklet suggests, "tell her how well you will launder them—how wonderful those clothes will be when you return them to her."

■ The handbook also discourages the use of such technical terms as "albumen, acid, alkali, sour, tumbler, etc.," when talking to a housewife.

To strike a happier note, laundry men instead are given a suggested list of more than 300 "warm, friendly" words to use. These range from "abloom" and "abundant" to "youth" and "zest." Phraseology recommended to make laundry service more attractive is typified by "help for the homemaker," "flower fresh," "silken loveliness" and "longer wearing fabrics."

The booklet also advises that words can be improved by preceding them with colorful adjectives, using them in bright phrases, and making them part of a meaningful sentence.

This handbook is one of six being produced, some for laundry men and others for public distribution. #

OTTO PROCHAZKA, *formerly vp and creative supervisor of Benton & Bowles, has joined Compton Advertising, New York, as vp and assistant creative director.*

Indigestion?
take Moorlands
—they quickly soothe away the discomfort from flatulence, heartburn, acidity and stomach upsets. Get Moorland Antacid Indigestion Tablets today. Only from chemists 1/4 and 2/6.
so much better!

BEST IN BRITAIN—*This ad for Moorlands, an indigestion relief tablet, was judged the best British ad for* 1958. *It was awarded the coveted Layton trophy.*

British Honors Go to Eloquent Moorlands Ad

LONDON, March 3—A medium-size ad produced by a medium-size agency was adjudged the best British advertisement of 1958.

The ad was a 6" double column item for Moorlands, an indigestion relief tablet. The agency was Sells Ltd., a 90-year-old shop which has a woman, Miss Olive Hirst, as its chairman and managing director.

The prize won by the agency for its ad is the Layton trophy, main prize in the annual Layton awards competition. The trophy, presented annually by the engraving and typesetting company of C. & E. Layton Ltd., goes to the best advertisement from the point of view of layout, typography and illustration.

Miss Hirst is the director in charge of the Moorland account. Art director is Herbert Suslak and the artist is Wadham Artists. Noel Werrett is the typographer.

■ Top color prize in the competition went to Mather & Crowther for a color ad in its campaign for the British Egg Marketing Board. Mather & Crowther won the Layton color cup previously in the 1956 competition, when it also won the Layton trophy.

M&C also won the 1957 b&w prize in the food, drink, tobacco and confectionery group with an ad for the British Egg Marketing Board.

Only the two main awards have been announced so far. The winning ads and agencies in the minor classes will be announced April 3 when they are published collectively to coincide with the Advertising Assn.'s annual conference in London.

A panel of ten judges selected the winners from a record entry of more than 1,560 ads from 94 agencies. This compares with 1,420 entries last year from 89 agencies. #

Zenith Boosts Ads to Maintain Fast Sales Pace

Despite Slump, Company Believes It Has Passed RCA in TV Set Volume

CHICAGO, March 4—Zenith Radio Corp., which last week announced that it had achieved sales and earnings records during the "recession" year of 1958, has planned an advertising budget at an alltime high for the company this year to help it maintain the pace.

The company reported a 22% gain in volume last year, resulting in a 48% increase in profits. Net income rose from $8,165,577 in 1957 to $12,116,165 last year. Sales in '58 hit $195,041,624, as compared with $160,018,978 the year before.

Although Zenith would not divulge the details of its 1959 advertising program, it will include heavy expenditures in magazines and cooperative advertising. Its annual national advertising budget has been estimated at $2,000,000, but has reportedly been increased substantially this year. In addition, money spent on co-op

(Continued on Page 20)

Universal Pictures to Schlaifer

Charles Schlaifer & Co., New York, has been appointed by Universal Pictures Co. as its advertising agency, replacing Cunningham & Walsh, which resigned the account. Schlaifer will continue to handle the 20th Century Fox Film Corp. account. Mr. Schlaifer was head of advertising at 20th Century before he started his own agency.

17 Advertisers Set Multi-Page Electric Gift Ad in 'Post'

NEW YORK, March 3—A group of 17 advertisers will participate in an electrical industry 1959 promotion of electrical gifts for Mother's Day, weddings, showers and graduations.

Advertising will consist of a multi-page ad in the May 2 issue of *The Saturday Evening Post*. The top half of the center spread in this issue will carry the theme, "A lovely way to remember her day—Give better electrically." Twenty-three electrical gifts will be featured in color on four Dutch door half-pages bound into the lower half of the center spread.

Brand names and products to be displayed in the ad will be Knapp-Monarch baker and liquidizer; RCA Whirlpool vacuum cleaner; Rival electric can opener; Westinghouse roaster oven; Fedders room air conditioner; Sylvania clock radio; Waring mixer; Silex coffee maker; Iona blender; KitchenAid portable dishwasher; Tappan electric range; General Electric range, portable dishwasher, saucepan, clock radio, rotisserie and can opener; Oster blender; Hamilton Beach vacuum cleaner; Lady Norelco and Debutante electric shavers; Universal coffeemaker and the Yellow Pages of the American Telephone & Telegraph Co.

■ Promotional aids to help electric utilities, retailers and distributors tie in with the national push are being prepared by the Live Better Electrically program. Ad reprints will be available for distribution to customers.

Batten, Barton, Durstine & Osborn is the Live Better Electrically agency. #

Texas Considers 5% Gross Receipts Advertising Tax

Proponents Hope Bill Before Legislature Avoids Baltimore Flaws

AUSTIN, TEX., March 5—The Texas legislature this week received a proposal for a 5% tax on gross receipts derived from advertising.

The introduction of the bill by State Rep. W. T. Oliver (Port Neches) immediately triggered vehement opposition among advertising men around the state.

The gross receipts tax would apply to advertising revenues of newspapers, outdoor operators and radio and tv stations. Rep. Oliver said that he will offer an amendment to include the Yellow Pages of classified telephone directories.

At the Houston Advertising Club meeting Tuesday, Denny Heard, of Gulf Oil Corp., a former club president, urged members to let the legislature know about their opposition to the bill.

■ Although the Texas proposal appears to resemble the Baltimore tax, which was later declared unconstitutional, it was pointed out that this proposed tax is statewide and may avoid some of the flaws in the Baltimore law.

Many adclub members said they believe the proposed law would be unconstitutional—but that wouldn't prevent it from exerting an important impact upon the industry until the supreme court of the state ruled on it. #

Ticket Sales Up 500% at Yalta . . .

Soviet Airline's Shift to Ads Seen as Peril

U.S. Carriers Seek Washington Rapport as Aeroflot Floats Campaign

WASHINGTON, March 3—U.S. aviation associations see the shifting Soviet attitude toward advertising as further proof that Russians may soon become a formidable competitor for international air traffic.

Special reports compiled by the Air Transport Assn. outline a dramatic improvement in Soviet air transport service, with the introduction of highly competitive jet aircraft for domestic and international travel.

During testimony before the Senate interstate and foreign commerce committee a few months ago, the association's president, Stuart G. Tipton, exhibited copies of posters and other material as evidence that Aeroflot, the Soviet's government-owned air service, is on the verge of going all-out for traffic which formerly flew in American-built planes.

Pointing to a poster which is being used by Aeroflot to encourage Russians to fly in the new jet TU-104, Mr. Tipton said the promotion piece represented a 180° turn on the part of Russian philosophy.

■ "Until recently," he said, "Russia had shrugged off American advertising as a typical example of capitalist deceit, since it was based on 'falsehood and deception.'

"Soviet ads," he quipped, "of course, now are 'truthful and informative' and thus become quite proper."

The American carriers are arguing that the prospect of Soviet competition is a further reason for closer partnership between industry and government in the aviation field. In particular, the air carriers think the government should be more sympathetic to their viewpoint on matters involving rate increases.

Air Transport Assn. also illustrates the aggressiveness of Aeroflot with a story quoted from a recent issue of "International Aviation," a supplement to *American Aviation Daily*.

As reported by ATA in a bulletin distributed to its members, Aeroflot now calls on its subdivisions to "pay more attention to advertising" as a means of filling empty seats, especially on vacation runs during the off season.

■ "The airline's Yalta agency," relates "International Aviation," cooperated by "launching an unprecedented telegraph, personal contact, direct mail handbill, radio and newspaper publicity campaign that boosted ticket sales by 500% to 700%."

Aeroflot's Yalta man was so enthusiastic he even lodged a complaint about lack of cooperation from the home office, the report said.

"It is very obvious that advertising has a colossal influence," he was quoted as saying. "However, we are still not doing a good enough job. For example, the illuminated sign on our agency building reads, 'Eat at the Uchan-Su Restaurant.' We don't have any lighted advertising signs of our own because the subdivision directors underestimate the importance of advertising and don't allocate funds for it." #

Sunkist Boosts Ads 25% to Push Big Orange Crop

LOS ANGELES, March 3—As the result of an unexpected "vintage" year for navel oranges, both in terms of quality and quantity, Sunkist Growers now has a substantially increased advertising and promotion budget which will be used for a series of special promotions.

The budget for navel oranges, based on a per-carton assessment of oranges shipped, was originally set at $887,040 (AA, Oct. 27, '58). Based on current crop estimates, this budget will be increased at least 25%.

The first of the added promotions will be a "Sunkist navel orange carload sale," to be advertised in newspapers in 44 U.S. major markets, and 19 cities in Canada. In the U.S. all newspapers on the schedule will carry large-space insertions each Thursday during the first three weeks in March; in Canada, newspapers will carry ads on Thursday the first two weeks of March.

All Sunkist Grower ads will carry the tag lines "See market ads for prices." This is to allow retailers to tie in their ads with the over-all promotion. Sunkist, through its merchandising and sales divisions, will furnish ad mats and other illustrations for use in store ads.

■ The newspaper advertising will be supported with intensive merchandising and promotional effort in principal markets. Special display material for in-store use will also be available.

The navel orange marketing season ends about May 1, and it is possible there will be other special promotions for navel oranges before that date. Additional special promotions are also likely during the valencia orange marketing season which follows. The valencia budget, set at $1,108,800 (AA, Oct. 27, '58) will likely be increased in view of current crop estimates which indicate original estimates were low.

Foote, Cone & Belding, Los Angeles, is the Sunkist Growers agency. #

Conover-Mast Buys 'Electrical Manufacturing'

NEW YORK, March 3—Conover-Mast Publications has bought *Electrical Manufacturing*, 31-year-old monthly published by Gage Publishing Co. The magazine will be continued as a wholly-owned subsidiary of Conover-Mast. The change of ownership will become effective with the May issue.

B. P. Mast Jr., president of Conover-Mast, said no major changes are contemplated in the management or 60-man staff of *Electrical Manufacturing*. Louis J. Perrottet will continue as publisher and F. J. Oliver as editor. The name of the magazine will remain the same.

Terms of the purchase were not disclosed, but Mr. Mast said it was strictly a cash arrangement.

Electrical Manufacturing is understood to have been sold solely for the purpose of liquidating the estate of the late Leo C. Fletcher, and in accordance with provisions of his will. His three heirs, two sons and a daughter, have no interest or experience in the publishing business.

Mr. Perrottet joined *EM* 19 years ago as an advertising salesman. He was business manager of the magazine for six years and publisher

(*Continued on Page* 80)

Sanborn Horsley Buehling Rickard Lando

WELCOME ON BOARD—*Carroll H. (Tex) Rickard, Noyes & Co., Providence, president of the Continental Advertising Agency Network, welcomes new CAAN executive committee member, Robert Lando, Lando Advertising Agency, Pittsburgh. Other committee officers and members are William L. Sanborn, Winius-Brandon, St. Louis; CAAN vp, William H. Horsley, Pacific National Advertising Agency, Seattle, and CAAN secretary-treasurer, Norman D. Buehling, Fensholt Advertising Agency, Chicago. Welcoming occurred at CAAN meeting in Chicago to plan the CAAN national convention in Seattle and Vancouver next June.*

Godfrey Berates 'Jerks, Knuckleheads' in Ad Agencies in 'TV Guide' Interview

NEW YORK, March 6—The irrepressible Arthur Godfrey is at it again. Among his targets this time were "knuckleheads and jerks" at the ad agencies, ex-sponsor Lipton and soon-to-be ex-sponsor Toni.

In a hard-hitting interview with *TV Guide's* Bob Stahl, Mr. Godfrey larded a discussion of his sales technique with some of his gripes against agencies and sponsors.

"When I deliver a commercial, I address myself to just one person, not to the millions who might be watching," the CBS star and salesman said. "My commercials sometimes run several minutes, sometimes seven seconds. When I feel I've done a selling job on the product, I stop.

"And those ad agency account execs who complain when I don't give them full time are knuckleheads. They grouse about me while they sit in those plush chairs that I bought for them by selling their client's product. . ."

■ Mr. Godfrey recalled a Chase & Sanborn instant coffee commercial which combined the amusing accent of Brazilian singer Rosina da Rimini with some Godfrey byplay.

"That's what I mean about good selling," he said. "But that's the kind [of ads] these jerks at the agencies sometimes get mad about. I still do 'em that way, though. I'm not interested in their problems. I'm interested only in the sales charts of my sponsors."

The CBS performer explained that he generally handles commercials from a fact sheet provided by the agencies. But occasionally he asks for a script "to break up the dullness of repetition. . . This usually turns out to be a load of nothing. So I read this script on the air and kid it. This disarms viewers, this kidding. And remember, I never razz the product. I just razz those knuckleheads who wrote the script."

■ *TV Guide*, in its March 14 issue, also got Mr. Godfrey to reminisce about some sponsors he has lost. He said he and Chesterfield mutually decided to call it quits after a long run when he found he was no longer able to enjoy cigaret smoking after an operation. Mr. Godfrey's oft-stated theory is that he must be sincere

(*Continued on Page* 24)

Space Age
Kite
Flying
Helps
Before Blast-off: Make sure kites have no metal parts.
Control Lines: Use only dry cotton string.
Flight Pattern: Keep kites away from electric wires.
Crash Procedure: Never climb utility poles to retrieve a kite.
Project Objective: Have fun!
PUGET POWER
PUGET SOUND POWER & LIGHT CO.

HAVE FUN—*Each spring Puget Sound Power & Light Co., Seattle, faces the problem of getting kite-flying small fry to use safety precautions. This is how they faced it this year. Frederick E. Baker & Associates, Seattle, created the ad.*

Daniels Calls Brainstorming 'Waste, Nonsense'

CHICAGO, March 4—"Brainstorming is for the birds.

"The one thing that comes out of a committee meeting is a lukewarm solution to a red hot problem," said Draper Daniels, exec vp in charge of creative service, Leo Burnett Co.

"Some people in this business like the committee approach because they don't have to think," he said. "An idea is suggested and the group will waste time offering dozens of reasons why it can't work. This is nonsense! Creative thinking is determining what can work."

Mr. Daniels made his comments on brainstorming while expounding the thesis that "advertising is a relatively simple business made difficult by relatively complicated people." He spoke last week at a meeting of the Chicago alumni chapter of Alpha Delta Sigma, national professional advertising fraternity.

■ He pointed to Lincoln's Gettysburg address and the Declaration of Independence as examples of great pieces of copy.

"They were not written by the Continental Congress or a committee," he said. "Each is a splendid example of a man with a brain working alone and sweating it out.

"It's a simple fact of life that all men are not created equal," he added. "Some are more competent, brighter, more able in various areas. Let's not bring the exceptional man down to the level of the common man." #

Gardol, GL-70 Motifs Bring British TV Ban

Contractors Respond to Dental Unit's Objection; Ask: 'How About Dailies?'

LONDON, March 5—Britain's television program contractors—the people who provide the programs and sell the advertising time—have banned existing commercials for Colgate and Gleem toothpastes.

They have acted following objections by the British Dental Assn. to the copy themes built around the ingredients Gardol in Colgate and GL-70 in Gleem.

Both of these themes were originated—and are still used—in the U.S. by the parent companies, Colgate-Palmolive and Procter & Gamble.

The Independent Television Authority, government-appointed watchdog of commercial television, announced: "All the commercials concerned will be withdrawn in the next few weeks. A number of specific rules for amending these commercials have been issued."

The advertising advisory committee of the ITA recommended that the commercials be withdrawn. A representative of the British dental group sits on this committee.

■ Patrick Henry, chairman of the Independent Television Program Contractors' Assn., said:

"The advertiser mainly concerned in this case firmly believes that his claims—based as they are on wide research into the inhibition of dental caries [decay]—are true. Had he not done so, neither he nor the program companies would have been running these advertisements over the last three years.

"However, the advertisements were not misleading in the way that some newspapers implied, i.e. that they persuade people that with their particular product it is necessary to clean the teeth only once a day.

"Of course, none of the commercials concerned had ever said this. They had, in fact, said that whether a person brushed his teeth once,

(*Continued on Page* 77)

BBDO to Handle Colgate's Wildroot in N.Y. After April 1

NEW YORK, March 4—The purchase of Wildroot Co. by Colgate-Palmolive Co. will not affect the status of the Wildroot agency, Batten, Barton, Durstine & Osborn, according to the company and the agency, although the account will now be handled from New York.

The account has been billing somewhat more than $3,000,000.

Wildroot is now operating as a C-P subsidiary. Manufacturing will continue in Buffalo, but marketing will be taken over by the toilet articles division of Colgate April 1.

C. Guy Grace, vp and general manager of the toilet articles division, has been named president of Wildroot, succeeding H. J. Lehman. Other new officers are Robert E. Hilbrant, vp, and Hugh Jewett, vp and secretary. Both are Colgate vps, and Mr. Jewett is also secretary of C-P.

Albert E. Ritchie, vp in charge of marketing, sales, advertising and market research, will move to New York as manager of the Wildroot department, according to Colgate. Robert E. Schwartz continues as general manager in Buffalo. The future status of J. Ward Maurer, vp-advertising, is not made clear.

■ At BBDO, William O'Donnell, vp and assistant to the president, said the account would be moved from Buffalo to the New York office. He said there would be no other changes.

Acquisition of Wildroot by Colgate puts BBDO in the position of working for two giant soap companies, since it already handles Surf, Wisk and other soap products for Lever Bros.

The Wildroot hair line is nip and tuck with Vaseline, Brylcreem and Vitalis for a leading share of national market honors. In many major markets it occupies first or second place, with market percentages ranging from 10% to more than 20%. #

Golden Touch? . . .

Midas Probes to Find 'Emotionally Compatible' Shop

Muffler Maker Muffles Its Reply on Status of Bozell & Jacobs Agency

CHICAGO, March 4—Midas Muffler Co., already steeped in the use of psychology in its business, is now employing that science to screen 16 advertising agencies, including Bozell & Jacobs, its present agency.

Asked if Midas was considering replacing Bozell & Jacobs or adding a second agency, Gordon Sherman, president, did not give a direct yes-or-no answer, saying merely that "Our interest in the psycho-dynamics of other advertising agencies is not an indication of dissatisfaction with Bozell & Jacobs, which has been associated with Midas from its beginning and which has played a significant part in our success."

Focal point of the screening is an unusual eight-part questionnaire, composed by a clinical psychologist, which is designed to "learn what insight agencies have into themselves."

■ Selection of the agencies which received the questionnaire was also done by the psychologist, William Lundin, in conjunction with Midas officials. Mr. Lundin,

(*Continued on Page* 80)

NEW LOOK—*Nehi's Royal Crown cola, ballyhooed this year as "the fresher refresher" (AA, Feb. 23), will run this color page in the April 6 Life, April 25 Saturday Evening Post and April 28 Look. D'Arcy Advertising Co. is the agency.*

'Post-Dispatch' Buys Rival's Plant; Will Print Globe-Democrat

ST. LOUIS, March 5—The *St. Louis Post-Dispatch* soon will begin moving its present equipment to its newly acquired building purchased Feb. 27 from the strike-closed *Globe-Democrat*.

Under terms of the unusual purchase agreement the evening *Post-Dispatch* will print the morning *Globe-Democrat* on contract upon termination of the strike by the Newspaper Guild against the *Globe-Democrat*.

Both newspapers will retain their separate identities. The *Post-Dispatch* is owned by Pulitzer Publishing Co. The *Globe-Democrat* is the property of S.I. Newhouse.

The *Post-Dispatch*, long cramped for space, also purchased all the printing equipment of the *Globe-Democrat*, which has a larger plant. All facilities and personnel of the *Post-Dispatch* will move to the new building, which will be vacated by the *Globe-Democrat* as soon as it leases space to which it can move its own news and business offices.

■ Shortly before the transaction the *Post-Dispatch* had purchased land on which it planned to erect a new plant, but now the newspaper probably will sell the land as well as its present building.

The *Post-Dispatch* publishes evenings and Sunday. The *Globe-Democrat*, until now a morning and Sunday newspaper, will drop its Sunday edition upon resuming publication, and will instead "probably publish a weekend edition, selling for 10¢, on Saturdays," Richard Y. Amberg, publisher, said.

Mr. Amberg issued a statement attributing the sale to an effort "to effect greater economy and efficiency in mechanical operations." The plant now will be operating nearly 24 hours a day printing both newspapers.

Meanwhile the strike, which precipitated the transaction, still is deadlocked. A meeting is scheduled for late this afternoon to resume negotiations on a contract dispute over a pension plan. #

C&W Names Dailey West Coast Exec VP

Robert W. Dailey has been appointed exec vp of the Cunningham & Walsh West Coast operations and general manager of the agency's San Francisco office. Mr. Dailey succeeds Jerome J. Cowen, who is returning to C&W's New York office.

Robert W. Dailey

Mr. Dailey joined the agency as a vp in the New York office after 14 years with McCann-Erickson as a vp in the Chicago office and as vp and general manager of McCann-Erickson's Cleveland office.

Highlights of This Week's Issue

Justice Department tells Federal Communications Commission that it regards option time arrangements outright anti-trust violations which can't continue even if FCC thinks they are useful ..... Page 1

Dealing and juggling of rates by radio and tv stations and by newspapers is attacked by two different critics ..... Page 1

Bill is introduced in Congress by Rep. Forand to make advertising used in elections which threaten the existence of a business tax deductible ..... Page 1

Laundry public relations manual urges laundry men to "clean up" their advertising copy and stop using repellent words like "soiled" and start using "warm, friendly" words like "zest" ..... Page 2

Zenith Radio Corp., which achieved sales and earnings records during the "recession" year of 1958, has planned an advertising budget at an alltime high for the company this year to help it maintain the pace ..... Page 2

The Texas legislature receives a proposal for a 5% tax on gross receipts derived from advertising ..... Page 2

A group of 17 advertisers will participate in an electrical industry 1959 promotion of electrical gifts for Mother's Day, weddings, showers and graduations in a multi-page ad in the May 2 issue of The Saturday Evening Post ..... Page 2

Soviet Airline's shifts to using "capitalistic" advertising, hikes ticket sales from 500% to 700% in Yalta, arouses interest among U. S. aviation associations which see Russians as formidable competitors for international air traffic ..... Page 2

Sunkist Growers has substantially increased the advertising and promotion budget which will be used for a series of special promotions as the result of an unexpected "vintage" year for navel oranges ..... Page 3

Arthur Godfrey, in TV Guide interview, berates "knuckleheads and jerks" at the advertising agencies, ex-sponsor Lipton and soon-to-be ex-sponsor Toni ..... Page 3

Midas Muffler Co., which has been using psychology in its business, tries the psychological approach in screening 16 advertising agencies ..... Page 3

Brainstorming is for the birds, says Draper Daniels, exec vp in charge of creative service of Leo Burnett Co. ..... Page 3

Conover-Mast Publications buys Electrical Manufacturing, 31-year-old monthly published by Gage Publishing Co., effective with the May issue ..... Page 3

Texas district of the Advertising Federation of America, having helped win voter approval of constitutional amendment to allow the state to advertise its attractions, is now trying to make sure the amendment's intent is carried out ..... Page 11

Most record manufacturers are not afraid of counterfeiting, Advertising Age check shows ..... Page 12

Harper-Atlantic Sales Inc. quiz for advertising execs turns out to be a real stumper ..... Page 16

National Bonded Coupon will launch a new three-month cooperative coupon promotion, Patio Party, in April ..... Page 22

Plans to give the National Industrial Advertisers Assn. wider scope are still being worked on ..... Page 30

Coffee makers are irked by advertising "slurs" from the tea and soft drink people ..... Page 31

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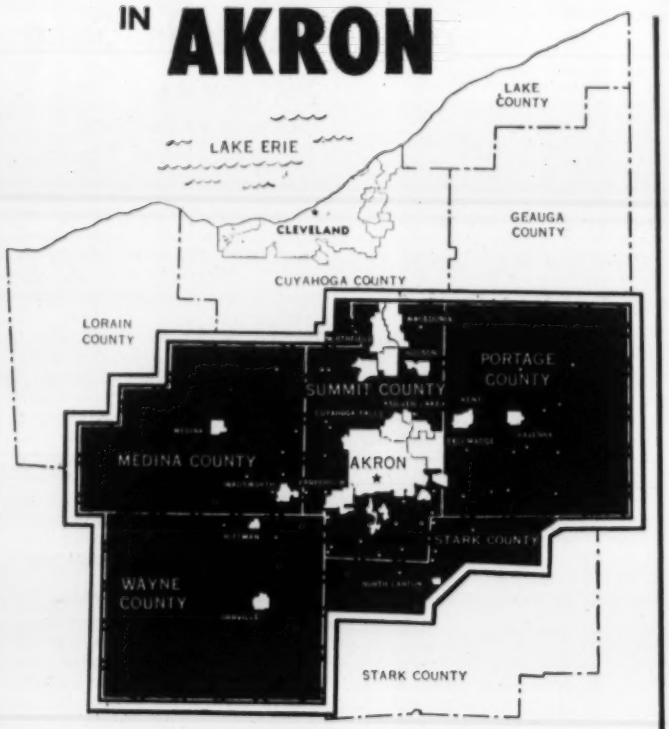
Yours for the Asking.
1958 TOP TEN BRANDS
IN AKRON



This Consumer Inventory is made by PERSONAL INTERVIEW right in the home. It covers 130 different product categories and shows product trends for the years of 1956, 1957 and 1958.

Ask Story, Brooks & Finley or write us for your FREE copy.

AKRON BEACON JOURNAL

Total Daily Circulation	163,096	12 Months Ending 3-31-58
Total Sunday Circulation	172,247	12 Months Ending 3-31-58

AKRON BEACON JOURNAL AREA OF INFLUENCE

Population	719,435
Families	213,048
Total Buying Power	$1,349,384,000.
Total Retail Sales	$ 958,138,000.
Food Sales	$ 238,114,000.
Gen. Mdse. Sales	$ 132,837,000.
Fr-H-R Sales	$ 44,996,000.
Automotive Sales	$ 205,680,000.
Drug Sales	$ 29,035,000.

Source 1958 Sales Management Survey of Buying Power

NEWSPAPER COVERAGE

DAILY	Circ.	% Cov.
Akron Beacon Journal	159,532	74.9%
Cleveland Plain Dealer	21,596	10.0%
Cleveland Press	7,525	3.5%
Cleveland News	2,081	0.9%
SUNDAY		
Akron Beacon Journal	160,139	75.0%
Cleveland Plain Dealer	21,179	9.0%

Source March 31, 1958 A. B. C. Audit Statements

THERE IS ONLY ONE WAY
TO REACH THE MASSES IN
THE AKRON BEACON JOURNAL
AREA OF INFLUENCE

A One Billion 350 Million Dollar Market

Akron, the biggest ONE Newspaper Market in the nation, is also Ohio's most concentrated area of great industrial names. For only 40c per line, daily or Sunday, you can do a complete job of selling the masses. There is no substitute.

ROP Spot or full color available in all issues.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher
Represented by
STORY, BROOKS & FINLEY

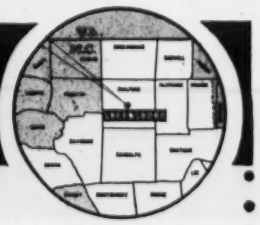
"This is the size we use in the Growing Greensboro Market!"

Set off a chain reaction! End up with carloads of sales by cashing in on one of the South's real big super-markets—the Growing Greensboro Market. It's a top shopping-and spending area, where one-sixth of North Carolina's population accounts for one-fifth of the state's $4 billion in total retail sales annually. This makes the Growing Greensboro Market the second best in the South and fourth best in the Nation in per family retail sales. If you want to pile those carts full with your particular product you will automatically select the Greensboro News and Record as your major advertising medium. Over 100,000 circulation daily. Over 400,000 readers daily.

Only medium with dominant coverage in the Greensboro 12-County ABC Market and selling influence in over half of North Carolina!

Sales Management Figures

Greensboro News and Record



GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.

For more shelf faces in 1959...

BUY THE BIG ONE

The biggest thing in print
12,873,378 families every week

This Week
MAGAZINE

This Week in Washington . . .

Industry Groups Back Bill Forcing Labeling of Hazardous Substances

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 5—Introduction this week of a proposed "federal hazardous substance act" recalls an incident ten years ago when your reporter suffered painful chemical burns on several fingers while completing a do-it-yourself project with a nationally known cement paint.

Before treatment was possible, the physician had to contact the manufacturer to learn what was in the product. In the subsequent recriminations, the manufacturer contended he had no responsibility, even though his attorney conceded there had been other incidents involving individuals sensitive to the product.

Under the proposed hazardous substance legislation, this legal and moral no man's land with regard to labeling of potentially dangerous products is eliminated. Expanding on the procedures established long ago in the Caustic Poisons Act, this proposed new law would authorize the Department of Health, Education & Welfare to require a signal word like "danger" and a phrase like "vapor harmful" on any product which is potentially toxic, corrosive, irritant, flammable, a strong sensitizer or a generator of pressure. The name of the manufacturer would be disclosed, and in appropriate instances the label would disclose the recommended antidote and contain the phrase, "Keep away from children."

■ Despite the inconvenience, particularly during the transition period, powerful industry groups are endorsing this effort to put tighter control on potentially dangerous chemicals which are kept around the house. Among the associations supporting this bill are Mfg. Chemists Assn.; National Paint, Varnish & Lacquer Assn.; Chemical Specialties Manufacturers Assn. and American Petroleum Institute.

In the House the bill is sponsored by Rep. Kenneth Roberts (D., Ala.), a ranking member of the House committee on interstate and foreign commerce. Its Senate sponsor, Sen. Warren Magnuson (D., Wash.), chairman of the committee on interstate and foreign commerce, regards the program as "a foolproof law that will protect the careless, the indifferent and especially the children from dangers of poorly labeled or mislabeled substances."

Additives Get 'Safe' List Rule

Appropriately enough, the legislative drive for federal hazardous substance legislation kicked off on the same day that the new food additives law went into effect.

This law, tightening up on the use of untested chemicals in food, had rattled around the halls of Congress for nearly a decade. It was blocked by a few individual manufacturers until enlightened industry leaders joined government officials last summer in pushing a tough, but fair, version unanimously through both houses of Congress.

Until now, no safety testing of additives was necessary, and they couldn't be stopped until government had proof that they were dangerous. Under the new program, scores of existing additives have been placed on a "safe" list by the Food & Drug Administration. Remaining old additives and all new ones must be safety-tested by the manufacturers before being considered for the "safe" list.

Gaffe Slows Citrus Hue Bill

The drive for a law temporarily authorizing use of coal tar color for orange skins was going along nicely in the House this week until it stumbled over a clerical error. The bill, urgently sought by Florida citrus growers, had passed the Senate unanimously, and was about to pass the House, when an alert member noticed that the text was somewhat shorter than he remembered.

Rep. Oren Harris (D., Ark.), chairman of the House committee on interstate and foreign commerce, confessed, with embarrassment, that his committee had approved an unamended version, instead of the compromise bill which had been approved by the Food & Drug Administration.

The bill was sent back to committee for correction, and the citrus growers had some more sleepless nights.

Labor 'Buys' Chamber Plan

At a luncheon of the Washington Trade Assn. Executives the other day, Walter Petrovace, manager of the business relations department of the U. S. Chamber of Commerce, outlined his sense of frustration over the failure of the business men to take a more active part in politics.

In an effort to encourage more business participation—regardless of party—the chamber has put together "an action course on practical politics," containing leadership manuals and "how to do it" pamphlets which explain the operation of political parties and the steps necessary to win elections.

This chamber project was unveiled with a flourish of publicity the other day, and announcements went out offering the leadership manual (for a group of 20 persons) at $12 and pamphlets at $6 per set.

The first order? You guessed it: From COPE, the political arm of the CIO-AFL.

Quill Sticks Sleuth, Victim

Rep. Oren Harris, investigator extraordinary and chairman of the House committee on interstate and foreign commerce, told members of the Federal Communications Bar Assn. last week how National Business Publications contributed—in all innocence—to one of "life's most embarrassing moments."

As he told the story, he reported for NBP's big Silver Quill dinner in January, 1958, only to find himself seated at a head table right next to Chairman John Doerfer of the Federal Communications Commission, whose personal affairs were under study at that time by the committee on legislative oversight, headed by Rep. Harris.

"I don't imagine that Chairman Doerfer was any less uncomfortable than I was," Congressman Harris said. "Both of us feared the photographers would discover us. Fortunately they didn't. But you can be sure neither of us stayed around very long after the dinner." #

THIS VERY DAY...

changes taking place in your markets, due to NEW processes and NEW products, are creating NEW sales opportunities for you!

Research, Product Development, Diversification, Consolidation, and Decentralization

are prompting many industries, which have not been buying your products, to need them *NOW!*

Industrial Equipment News, saturating all 452 industries, will expose your products for sale in every one of these new markets while also re-selling your established customers.

IEN is read monthly by 72,500 product selectors in 40,000 establishments, accounting for 4/5 of U. S. industry . . . for only one reason . . . product information . . . What better place . . . what better time for your product advertising . . . And all at a cost of less than $200 per month.

Details? Send for Data File and "Your Markets Are Changing Now" brochure.

BPA NBP

Industrial Equipment News

Thomas Publishing Company

461 Eighth Avenue, New York 1, N.Y.

Affiliated with Thomas Register

St. Anthony MESSENGER

National Catholic Family Magazine

Belongs on every mail order schedule because it PAYS!

MAY ISSUE CLOSING MARCH 20

Orders and Sample Copy requests to

ANGELA M. CRAWLEY & STAFF

National Advertising Representative

28 E. Jackson Blvd., Chicago 4

Telephone: HArrison 7-7176

PHOTOGRAPHED IN THE GOOD HOUSEKEEPING CHEMICAL LABORATORY

How to make a baby eat salt

"*My baby,*" our subscriber wrote, "*was born with a malfunctioning adrenal gland. She has to have a teaspoon extra of salt every day, and at times we do not know how to feed her. Can you help?*"

Within minutes after this mother's plea arrived, the nutrition experts in our Chemical Laboratory were at work. With our Food Editors (summoned from the nine working kitchens which are their laboratories) the problem was studied. The formula had to be precise. Storage was a factor. And the result had to be tasty enough, despite its high salt content, to tempt a child. Four days later the task was accomplished. The solution: a saline lollypop, a "candy" that met all requirements. The formula has been given to Johns Hopkins.

Solving similar, possibly less dramatic problems for our readers is the continuing duty of Good Housekeeping's editors. A parson's wife wants to buy a carpet; she cannot afford a mistake. A troubled teen-ager needs cosmetic advice. A new bride seeks assurance on an appliance.

And so, by personal mail and through our advertising pages, we recommend to multiple millions of readers, every day of the year, guaranteed products to use, enjoy, *buy*.

40,930,000 women* have confidence in our pledged word: the famous Guaranty Seal. These women rely on Good Housekeeping for guidance. You can reach that pre-sold market only through the pages of Good Housekeeping.

**Crossley, S-D Surveys, Inc.*

Good Housekeeping
A HEARST MAGAZINE
Creates a Climate of Confidence for Your Advertising

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Bill Introduced to Give Tax Aid to 'Election' Ads

(*Continued from Page* 1)
institutional advertising which the Supreme Court handed to the Internal Revenue Service in two decisions last week which stemmed from advertising activity in the Washington and Arkansas dry law elections (AA, March 2. Also, for text of court decisions, see Page 64, and editorial on Page 14).

Because Rep. Forand is the second ranking Democrat on the ways and means committee, which handles tax legislation, his sponsorship of legislation protecting the right to advertise indicated that Congress may eventually look into the administration of tax law regulations which hold that no advertising will be deductible if it is for lobbying, the promotion or defeat of legislation or "the exploitation of propaganda."

■ The Forand bill skirts most of the issues raised by the Treasury's rules, dealing only with ads dealing with an election issue where the business has a stake.

Under the bill, no expenditure which normally qualifies as an ordinary and necessary business expense could be disallowed simply because it was incurred to oppose or advocate a measure "duly submitted to the electorate on an issue affecting the business of the taxpayer." Unless amended, the bill would still leave tax officers almost complete discretion to pass on ads dealing with legislative and other controversial issues.

While the rule against deductions for "lobbying" ads has been in effect for more than 40 years, the Cammarano and Strauss cases, decided last week, showed that tax authorities can deny "reasonable and necessary" classification to ad expenditures even if the very survival of the business is at stake.

■ In reaching this result, the Supreme Court relied to a great extent on the fact that Congress repeatedly reviewed the tax laws and made no effort to cut down on the Internal Revenue Service's authority to pass on advertising expense.

Since the release of the Supreme Court decisions last week, the control of lobbying and other controversial ads has begun to stimulate considerable discussion.

Treasury officials, who have been planning to issue new, and somewhat more stringent, rules on tax treatment of "propaganda" advertising, reportedly regarded the Supreme Court decision as a complete victory for their point of view.

■ From the broad endorsement implied in the court's decision, they saw no barrier to the release of new and more specific regulations which have been pending for more than two and a half years, or to stricter review of institutional advertising, to disallow ads dealing with controversial issues.

Under these circumstances a move by the ways and means committee to protect the right to advertise under the limited circumstance covered in the Forand bill would almost certainly lead to requests for other tax law changes to reduce the Treasury's authority in passing on individual "institutional" advertising programs. #

KPIX Names Christensen

A. H. Christensen has been appointed advertising and sales promotion manager of KPIX, San Francisco. He formerly was advertising and sales promotion manager of WJZ-TV, Baltimore.

$1,000,000 Budget to Back RCA 'Save on Stereo' Drive

NEW YORK, March 5—RCA Victor's radio-Victrola division has launched a $1,000,000 promotion—the largest in the division's history—built around the theme "Save on Stereo." The agency for the promotion is Kenyon & Eckhardt.

During the campaign, which will last four to six weeks, 10 LP stereo records, worth $65, are being given away free with each purchase of a stereo console priced at $219.95 and up.

About $500,000 is being poured into national advertising, with the rest of the budget going into promotions and exploitations. The network tv schedule will include the Perry Como, George Gobel, Eddie Fisher and Steve Allen shows. The only use of network radio will be NBC's "Monitor." RCA will make radio and tv commercials available to distributors for local airing.

■ There will be 100,000 lines of newspaper ads in about 20 top markets. RCA Victor expects its distributors and dealers to run another 700,000 lines.

There was a full-page b&w ad in *The New Yorker*. Follow-up magazine ads will be used in *Holiday*, *Life* and *The New Yorker*.

On March 15 RCA Victor's record division will launch its own campaign which will be tied in with the stereo equipment division's promotion and will stress the same "Save on Stereo" theme.

The record division's 30-day promotion will feature stereo records offered at a special price.

When the consumer buys one record at $5.98, he may purchase a second at $1. Grey Advertising will handle the record promotion.

Advertising for the record division's campaign will include a one-minute color film commercial to be shown three times on the Steve Allen and Ellery Queen shows. Ten 30 and 60-second spots will be used on "Monitor." RCA distributors will get spots for local use. #

Outdoor Advertising Opens West Coast Sales Office in S.F.

NEW YORK, March 5—Outdoor Advertising Inc. has set up a newly created West Coast sales division. Formerly under the direction of the company's Chicago sales office, the new division, with headquarters in San Francisco, will include the Los Angeles and Seattle sales offices.

Hugh D. Smith has been named vp and West Coast sales manager in charge of the new division. Mr. Smith joined OAI in 1954 as manager of its Seattle office. In 1957 he was appointed a vp and named West Coast regional manager. He was advertising manager of Petri Wine Co. before joining OAI.

■ In addition, Ben F. Cuny has been appointed account executive and manager of OAI's Seattle sales office, effective March 15.

He joined the company's Los Angeles office last year as a field representative and in his new position will succeed Burt Ryan, who has resigned. Mr. Cuny was formerly with Foster & Kleiser Co., and National Outdoor Advertising Bureau, and was at one time plant manager of Cleaveland Outdoor Advertising Co., Modesto, Cal. #

'K. C. Star' Names Meyer

W. W. Meyer has been named manager of the New York office of the *Kansas City Star*, succeeding Dwight I. Dollison, who has retired after 30 years with the *Star*. Mr. Meyer joined the *Star* in 1945.

COLUMBUS CLEANUP—*This ad is the fourth of a series of six ads which are being run by Columbus, O., car dealers in that city's three newspapers in a campaign to wipe out misleading advertising by car sellers.*

Car Dealers in Columbus Wage War on Bait Ads

COLUMBUS, O., March 3—Members of the Columbus Automobile Dealers' Assn. have declared war on misleading car advertising.

The member dealers are running a series of six large-space ads in the three newspapers—the *Dispatch*, *Citizen* and *Ohio State Journal*—deploring "bait" advertising and shady dealings by some auto dealers.

The campaign has been interrupted temporarily by the strike involving the city's newspapers.

■ The campaign is entitled, "Read the Fine Print," and it warns prospective car buyers about the various tricks used by some dealers to sell their cars. The first ad in the series warns of the "seven deadly sins to watch" and lists such pitches as "absolutely no interest charges," "buy at dealer's cost" and "would you take $2,000 for your '54 model?" as claims to beware of.

Radow & Alpers Advertising is handling the campaign for the dealers group. #

Buffalo Stores Fight Deceptive Pricing

BUFFALO, March 3—Ten of the largest stores in this area have developed and sent to all regular advertisers a "western New York plan" intended to insure compliance with the Federal Trade Commission guides against deceptive pricing.

The advertisers are operating as a committee on comparative prices of the Better Business Bureau of Western New York. They were identified as Adam Meldrum & Anderson Co., J. N. Adam & Co., the Wm. Hengerer Co., Sattlers, L.L. Berger Inc., Hens & Kelly Inc., Sears, Roebuck & Co., Kobackers, Victor & Co. and The Sample.

Their plan, in the words of Gleason Lapey, manager of the bureau's merchandise division, "demonstrates the leadership of the ten largest advertisers in this area; the bureau urges all business men in western New York to join in this reaffirmation of the basic principles of truth in advertising; such a course will build greater faith to the buying public." #

Guth, Francis Shop Forms with Tribuno, 5 Doerfler Accounts

NEW YORK, March 5—A new advertising agency—Guth, Francis & Richards, 532 W. 58th St. (CO 5-5211)—has been organized by three admen with names different from those of the three in the agency's title.

The new agency has taken over five accounts from B.R. Doerfler Co., and in addition, Vermouth Industries of America has moved its Tribuno vermouth account to the new agency from Kastor, Hilton, Chesley, Clifford & Atherton. The other five accounts are Foster Parents' Plan of New York City, Standard Coating Corp., Berman Paper Corp., Jerry Miller I.D. Shoes, and Iron Gate Food Products.

■ William Guth, Jerome Francis and Martin Richards, whose names form to head the agency's official designation, are financial backers, "but have no concern with the physical operation of the new company and desire no publicity," Edwin J. Schwartz, exec vp, told ADVERTISING AGE.

The active trio, in addition to Mr. Schwartz, are Marvin R. Doerfler, production chief, and Saul Sophrin, art director.

Mr. Schwartz was formerly a copywriter with Doherty, Clifford, Steers & Shenfield. He was graduated from Rutgers University, and served in the Army during World War II.

Mr. Doerfler, a graduate of Carnegie Institute of Technology, has been associated with various printing companies. He is a relative of B.R. Doerfler.

Mr. Sophrin has worked in the art departments of various small agencies and has been a free lance advertising artist. He was graduated from Cooper Union.

■ Mr. Schwartz estimated that the new agency will have billings of approximately $200,000. It has no connection with B.R. Doerfler Co., Mr. Schwartz said.

Messrs. Guth, Francis and Richards, he said, are financial backers and have no advertising connections or associations. He declined to identify them, he said, because of their expressed desire for no publicity.

At Vermouth Industries of America, John L. Tribuno, president and advertising manager, said that he had moved his account from Kastor, Hilton for a number of reasons, but that he did not care to discuss them for publication.

"It was a friendly parting," he said, "and nothing unusual." #

D'Alesandro Is Counted Out in Baltimore Election

BALTIMORE, March 4—Mayor Thomas D'Alesandro, who introduced a now-defunct advertising tax in this city, was defeated in the Democratic mayoral primary elections yesterday. He was seeking his fourth four-year term.

Mayor D'Alesandro came in second in a field of five candidates. Winner was J. Harold Grady, a former state's attorney. Mr. Grady reportedly had the backing of many Baltimore business men, who were in opposition to the ad tax as well as machinery and inventory taxes, also since repealed.

The city imposed a 4% tax on local advertising sales and a 2% levy on gross ad receipts of all media, effective Jan. 1, 1958. The tax was later ruled unconstitutional, and the law was repealed, effective Jan. 1, 1959. The city is now in the process of refunding the collected taxes. #

EDWIN W. BODENSIEK *has been promoted to merchandising director of Fuller & Smith & Ross, New York. A former account executive, he succeeds Thomas F. Buck, who has joined McCall's as ad director (AA, Feb. 15).*

Make Better Use of Research, Haywood Urges Publishers

CHICAGO, March 4—Increased interest in business publication research was indicated by discussions at an informal all-day conference on this subject held today under the auspices of Haywood Publishing Co., with Marshall Haywood Jr., president, as host.

Mr. Haywood explained that most business publishers do not understand research methods and techniques, and also do not know how best to use research findings. The session today was so successful it may be repeated.

■ Stan Sargent, of Daniel Starch & Staff, explained his service to the group, as did George Kiernan of the Roy O. Eastman editorial research service. Discussion leaders were John DeWolf, of G. M. Basford Co.; Richard C. Christian, of Marsteller, Rickard, Gebhardt & Reed; J. Wesley Rosberg, of the Buchen Co., and Dr. J. E. Bachelder, of the Industrial Advertising Research Institute. The advertiser point of view was expressed by James W. Murphy, of Allis-Chalmers Co.

The consensus was that publishers' advertising readership research needs interpretation to be of most value to advertisers and agencies. #

Transportation Displays Guarantees Rider Circulation

NEW YORK, March 4—Effective in April, Transportation Displays Inc. will guarantee circulation based upon semi-annual circulation reports made to each advertiser.

"This is a 'first' in the transportation and outdoor advertising field," F. LeMoyne Page, president, said. He pointed out that riding on commuter trains can be precisely audited by an actual count of total railroad ticket sales.

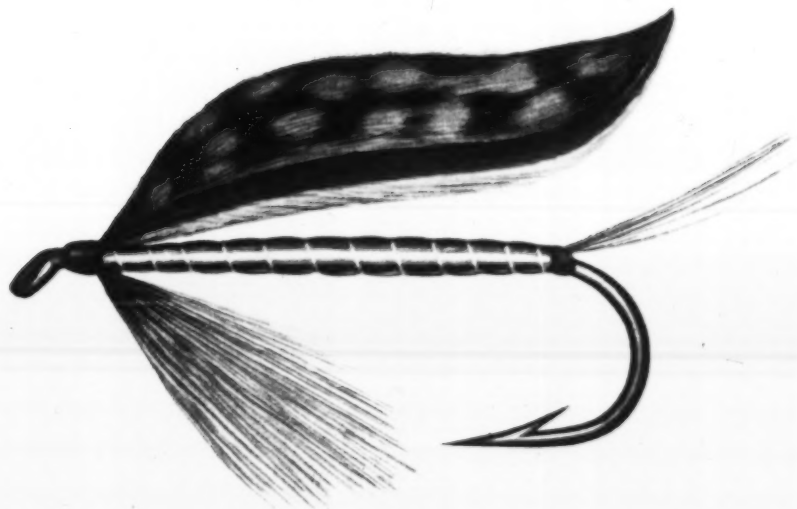
TDI plans to introduce this new method, he said, with the thought in mind that other transportation and outdoor advertising companies may do likewise.

Mr. Page noted that any increase over the circulation basis will be given as a bonus. Any decrease in circulation of more than 10%, he said, will entitle an advertiser to a pro rata adjustment. Circulation as published in *Standard Rate & Data Service* will be the basis for guarantee calculations, he said. Reports to advertisers will be made in April and October of each year.

TDI handles the advertising for all rail commuter services in Boston, New York and Philadelphia. These trains carry approximately 350,000 regular daily commuters, and about 2,000,000 occasional riders monthly; Mr. Page said. #

if you want your advertising to pull inquiries like this . . .

and you also want it to attract attention like this . . .



MACHINE DESIGN is for you!

It used to be that you couldn't expect many inquiries when you went after high readership scores. At least, it never worked out that way.

Times have changed.

Here's a magazine that is read more thoroughly by more engineers, in more plants than any other design publication. It has reader-attracting power second to none.

It is also the first such magazine to pull a volume of inquiries comparable with publications which only have inquiries to offer.

That's why MACHINE DESIGN is getting results for more design-field advertisers than any other magazine.

Your advertising belongs in MACHINE DESIGN, if you like results.

MACHINE DESIGN

a Penton *publication*

Penton Building / Cleveland 13, Ohio

ABP BPA

Gateway to the MOON

ABC CITY ZONE 171,168
FIVE COUNTY POPULATION 381,000

100,000
DAILY CIRCULATION

Orlando Sentinel-Star
ASK BRANHAM

$37,851,000
Orlando Food Sales During 1957

38 Pct. Ahead of Florida Avg.

68 Pct. Ahead of National Avg.

— From Sales Management

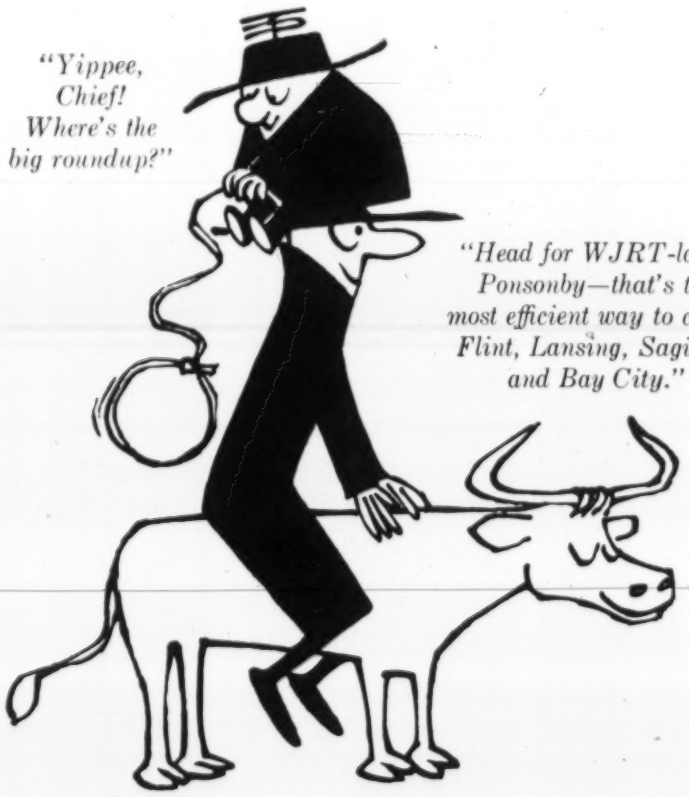
Conover-Mast Names Two

C. D. (Doug) Francisco, formerly midwestern editor of *Purchasing*, has been named midwestern sales representative of the magazine. At the same time, Joseph Bessette, formerly midwestern regional manager of *Purchasing*, joined the sales staff of *Volume Feeding Management* as midwestern regional manager. Both publications are owned by Conover-Mast Publications, New York.

Jackson Leaves JWT

Cornwell Jackson, a contact vp in the Hollywood office of J. Walter Thompson Co., has left the agency. Mr. Jackson was vp and manager of JWT's Hollywood office until about six months ago when VP William R. Wilgus took over those administrative duties. Mr. Jackson told AA he has many civic activities to keep him busy and that he will not consider any job in the advertising business before July 4.

Another thriller-diller from WJRT—


"Yippee, Chief! Where's the big roundup?"
"Head for WJRT-land, Ponsonby—that's the most efficient way to corral Flint, Lansing, Saginaw and Bay City."

If you want land, lots of land: Flint, Lansing, Saginaw and Bay City, to be exact—WJRT's your baby. With each of these big metropolitan areas getting WJRT's powerful Grade "A" signal or better, it's *the* most efficient way to buy Michigan's *other* big market. In all, you get nearly a half million TV households with this single-station buy. That's all of rich mid-Michigan, ready to hark to your message. Whenever you're ready to send it, just say the word.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Information for Advertisers

A new 32-page analysis of today's market for new homes, published by **New Homes Guide,** gives facts to show that people who build their own homes represent the largest and most profitable portion of the residential market for building materials, equipment and appliances. The analysis divides the market into "discount-controlled market" (mass building by builders who depend on standardization and discounts to cut costs) and "specification-controlled market" (people who build their own houses or small-scale builders). Included in this study are the results of a survey among potential builders of new homes showing geographical distribution of homes to be built, planned cost of homes, features wanted in homes, sources of information people turn to for planning and building new homes. Free copies of the study, "A New & Revealing Way to Analyze the New Homes Market," may be obtained by writing to Warren Mayers, *New Homes Guide*, 530 Fifth Ave., New York 36.

• **Mart,** devoted to appliance and tv retailing, has issued a study of home laundry selling among 4,600 retailers polled. The purpose of the study was to learn how appliance retailers sell, display, demonstrate, finance, service and promote home laundry equipment, etc. Information on the study may be obtained from William S. Peck, *Mart*, 2100 Daily News Bldg., Chicago 6.

• **'Teen** has set up a national consumer testing board to help manufacturers tap the tastes, fads and reactions to on-the-market products of the younger set. *'Teen* will conduct a poll for any manufacturer, whether an advertiser or non-advertiser. Information may be obtained from *'Teen*, 5959 Hollywood Blvd., Los Angeles 28.

• The fourth in a series of studies analyzing the nationwide apparel buying habits of college men has been released by **Playboy.** Copies of this report may be had by writing *Playboy* college bureau, 232 E. Ohio St., Chicago 11.

• The **Advocate,** Stamford, Conn., has issued a market and media data booklet showing population, dwelling units, employment, income, etc., in its area.

• **Popular Science** has released Volume 3 of "A Definitive Audience Study of General & Specialized Magazines" (AA, Dec. 8, '58). It contains reader-action data and is a new comparative measure of magazine performance. For further information contact Lee P. Adams, *Popular Science*, 355 Lexington Ave., New York 17.

• A new feature in **Variety Store Merchandiser** is a two-page newsletter section highlighting developments in the fast-breaking, fast-changing variety field. The newsletter, which will be a permanent addition to the publication, will be mailed separately to advertisers and advertising agency people to keep them abreast of variety store news.

• "The American Artist as a Travel Prospect" is the subject of a special travel-vacation survey made among the subscribers of **American Artist** by Mark Clements Research Organization. The survey indicates what the subscriber earns, what he spends on vacations, where he goes, etc. Copies of this survey are available upon request to Travel-Art department, *American Artist*, 24 W. 40th St., New York 18.

• **Life en Espanol** has completed a new study of business management in Latin America, reporting on the capital structure of Latin American companies, the nationality of company ownership and the pattern of executive purchasing decisions for 16 industrial classifications. Copies of "A Survey of All Levels of Business Management in Latin America" are available to executives of companies with business interests in Latin America.

• The 1959 Advertising Directory for Belgium has been published by the **Advertising Consultants Assn.** of Belgium. The 850-page volume, covering all phases of Belgian advertising, is available for 450 Belgian francs from Indicateur Publicitaire, 83 Avenue Victor Emmanuel III, Brussels 18.

• For the first time in its 12-year history, the **San Jose Mercury & News** "Consumer Analysis" question on toilet tissue showed 100% usage. Surprised tabulators found that the highest previous market had been established in 1949 when it reached 99.9%. For the three years prior to 1959 the figure had been stable at 99.8%. Because of San Jose's booming industrial growth, survey crews figure the perfect score may be the result of urbanization, the high standard of living or the increased number of jobs available in the area. Completion of the survey and release of the analysis is not expected before early in April.

• America's leisuretime boatmen spend more than $1 billion a year for services and merchandise related to boats—from entertainment to fuel, according to the survey of the pleasure boat market made by **Popular Boating,** 1 Park Ave., New York 16. #

3 Join First Agency Group

Grimm & Craigle, Chicago; Wermen & Shorr, Philadelphia, and Kuswa, Greene & Associates, Milwaukee, have been granted a membership franchise in the First Advertising Agency Group. The new members will attend the annual convention of the group to be held at Cape Cod from June 22 through June 26.

Frisbie Joins C&W

Richard P. Frisbie has been named copy group coordinator in the Chicago office of Cunningham & Walsh. He previously was copy chief of Wentzel, Wainwright, Poister & Poore, Chicago.

SMALL
runs are best when printed in Screen Process. No sacrifice in color or quality, detail or design. The cost is low.
Put Punch in Point-of-Purchase

SELF-DISPENSER—*The specialty products division of White King Soap Co. has inaugurated a new "guest chest," a special pack of eight bars of its soap. Bars of soap are fed from a slot at the bottom of the package, which is 7" tall.*

Texas AFA Battles 'Subterfuge' in Ad Amendment Bills

DALLAS, March 3—The Texas district of the Advertising Federation of America, which last fall helped win voter approval of a constitutional amendment to allow the state to advertise its attractions, is again up in arms to make sure the amendment's intent is carried out.

Two bills now before the state legislature—H.68 and S.152, both offered as implementation of the new amendment—are being attacked by AFA as "subterfuge."

■ In a resolution drawn up by a committee headed by Curtis Taulbee, operator of an agency in San Angelo, Tex., and approved by AFA, the admen charge the bills "will not accomplish the purpose of Amendment No. 7 [on last November's general ballot] because their primary objective is not to advertise Texas, but are designed as a subterfuge to finance certain activities of existing state agencies—namely, the Texas industrial commission and the Texas highway commission."

AFA's resolution charges the proposed legislation would "create a board which, at its discretion, may or may not advertise Texas, as provided in Amendment No. 7."

Fear of just such a board was the reason the Houston Chamber of Commerce gave for opposing the proposition on the ballot last fall (AA, Oct. 27, '58). The chamber said it favors state advertising of the state's attractions, but that it felt this should be made possible by repealing the 1876 amendment rather than by amending the amendment and setting up what the chamber termed "a new spending agency."

■ Another member of the AFA resolution drafting committee, Mrs. Lou Letts, ad manager of the Houston Bank & Trust Co., said AFA would ask for a separate hearing before the joint state affairs committee, conducting hearings on the bills.

She said the hearings already slated are "so heavily stacked in favor of the highway and industrial commissions that there is no point in our even showing up."

The newly approved state constitutional amendment (AA, Nov. 17, '58) amends an 1876 amendment that prohibited use of state tax money for advertising. It was put on the books to prevent carpetbaggers of the reconstruction era from inviting immigration from the North. It was amended to allow Texas to advertise its tourist and industrial attractions. #

LaChoy Repeats Refund Offer

LaChoy Food Products, Archbold, O., will promote a 25¢ refund offer during March and April in 90 daily newspapers in major markets, and in *Chain Store Age, Everywoman's Family Circle, Progressive Grocer, Supermarket News* and *Woman's Day*. The offer, identical to last year's, is made for the company's chop suey-chow mein products. Maxon Inc. is the agency.

Salesmaker Agency Opens

Salesmaker Associates, a new advertising, sales promotion and public relations agency, has opened at 1542 Minnesota Ave., Kansas City, Kan. The agency is headed by Mrs. Lou Ann Rayn, formerly creative director and copy chief of Litman, Stevens, Kansas City, Mo.

St. Louis Adwomen Sponsor 12-Month Outdoor Showing

The Women's Advertising Club of St. Louis is sponsoring a 12-month outdoor campaign to promote advertising. The six-sheet posters feature the "Advertising Works for You" slogan created for the Advertising Federation of America by Outdoor Advertising. Sixteen posters were placed in February, and one will be posted for the next 11 months. The space was donated by the Junior Poster Advertising Co., St. Louis. Imprints were made by Silk Screen Products Co., St. Louis.

Book on Pamphlets Offered

The National Publicity Council, 257 Fourth Ave., New York, is offering a new publication, "Pamphlets, How to Write & Print Them." The 32-page guide was written by Alexander L. Crosby, author of the council's "Pamphlets that Pull," now out of print. It may be ordered directly from the council for $1.25 plus 9¢ postage.

Bronder Joins Bruce Brewer

Douglas E. Bronder, formerly an account supervisor in the St. Paul office of Erwin Wasey, Ruthrauff & Ryan, has been named an account executive in the Minneapolis office of Bruce B. Brewer & Co.

Pambrun Named Ad Director

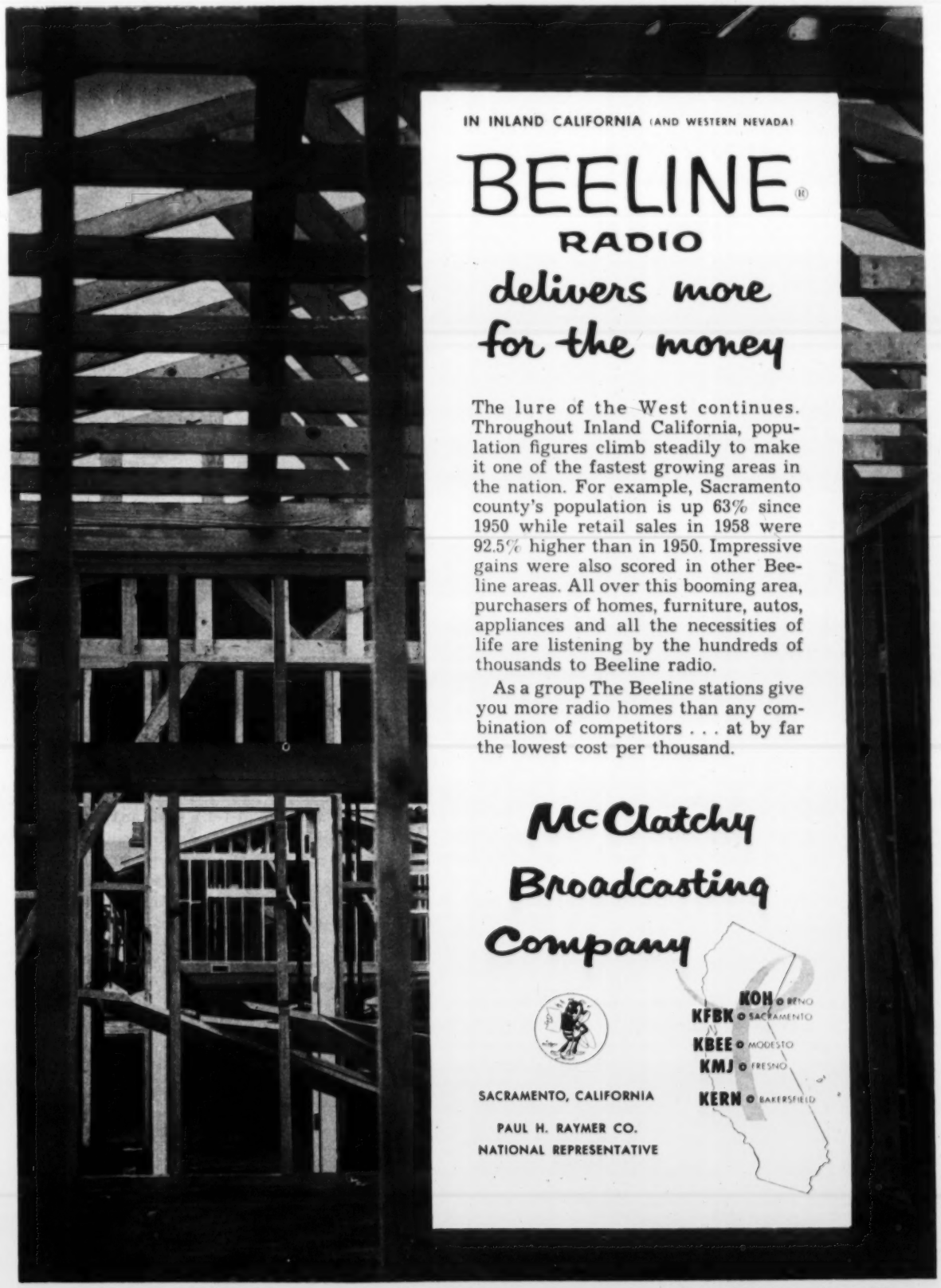
Leo B. Pambrun, formerly an account executive of Foote, Cone & Belding, Los Angeles, has joined Pacific Airmotive Corp., Burbank, as corporate director of advertising, a new post.

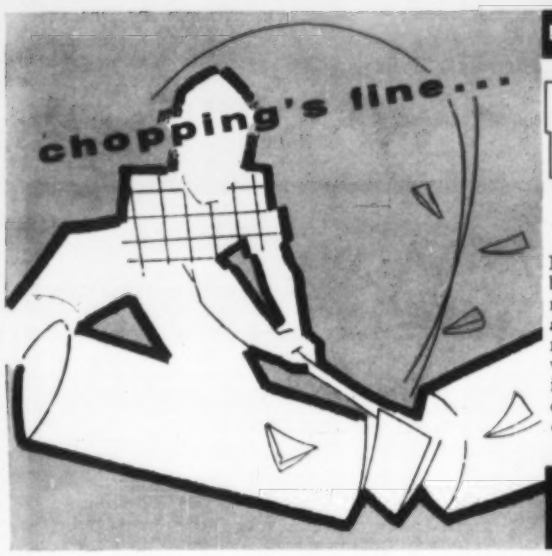
VIDEOTAPE™

Dynamic new dimension in TV advertising

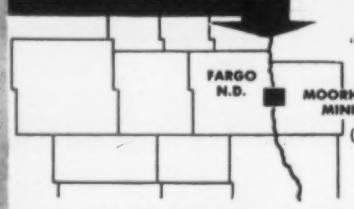
PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA


IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE®
RADIO
delivers more for the money
The lure of the West continues. Throughout Inland California, population figures climb steadily to make it one of the fastest growing areas in the nation. For example, Sacramento county's population is up 63% since 1950 while retail sales in 1958 were 92.5% higher than in 1950. Impressive gains were also scored in other Beeline areas. All over this booming area, purchasers of homes, furniture, autos, appliances and all the necessities of life are listening by the hundreds of thousands to Beeline radio.
As a group The Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand.
McClatchy Broadcasting Company
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE
New home construction in Sacramento county. The valuation of construction in Sacramento county in '58 was 98.7% more than in 1950.



BUT NOT HERE!



2 STATES
2 COUNTIES
ONE
"METROPOLITAN"
MARKET!

(Largest between Minneapolis and Spokane.)

Don't split this important "metropolitan" market because of a state-river boundary! Only this technicality prevents the Fargo — Moorhead 2-county area from being listed as a "standard" metropolitan market. We live and buy as ONE big community, with 104,500 people in the 2-county area, 277,100 in the big retail trading zone. And The Forum-News delivers almost 100% coverage *where* you want it, compared with only 8% by any Minneapolis daily!

Represented by Kelly-Smith Company

THE FARGO FORUM
Moorhead News
Largest circulation in North Dakota and western Minnesota

Hudson Shows New Dispenser

Hudson Pulp & Paper Corp. is introducing a new Golden Showcase facial tissue dispenser-pack in the New York market. The pack comes with a cellophane overwrap which, when removed, eliminates all brand identification. Newspaper advertising is running in the *Herald Tribune, Journal American, Post, Times, World-Telegram & Sun* and suburban newspapers. Tv spots are scheduled for WABC-TV, WCBS-TV and WPIX-TV; outdoor advertising also is planned. Norman, Craig & Kummel, New York, is the agency.

Stamberg Rejoins Matchabelli

Frank L. Stamberg, formerly assistant to the president of Vick Chemical Co., has rejoined Prince Matchabelli Inc., New York, as manager of brand operations, including new products and market research.

Big Record Makers Don't See Piracy of Discs as Threat

NEW YORK, March 3—A spot check of the major record manufacturers made by ADVERTISING AGE last week indicated that most of them are not much worried about counterfeiting.

The smaller companies, some of whose names have been mentioned during the Washington hearings of the Senate select committee on improper activities in the labor and management field, appear to be more bothered by this problem. However, none of the record makers queried by AA seemed greatly exercised over the situation that has been making headlines as a result of the committee's investigations.

Spokesmen for RCA, Columbia, Capitol and MGM all said they haven't had any difficulties with counterfeiters lately, though Columbia noted it went to court a few years ago to stop the piracy of its records.

"This sort of thing happens to the small companies which can't defend themselves," one of the record men commented.

■ Herald Records and Ember Records, both headed by Al Silver, are two of the labels which have suffered at the hands of counterfeiters, according to testimony developed during the hearing.

Counterfeiters, who have plagued the industry throughout the years to some extent, did make heavy inroads at one time, Mr. Silver pointed out. As an example he cited the case in Chicago last summer, when 20 or 30 labels were being pirated. He thinks some counterfeiting is still going on.

What can be done to stop it?

Nothing can be done, Mr. Silver thinks, until legislation is passed to curb the offenders. Other sources in the industry agree that new laws are needed.

■ The much-discussed Chicago case involved the Lomar Distributing Co., which was raided by police in February, 1958. About 11,000 allegedly counterfeit records were confiscated. This company, which presumably handles all labels, buys its records from manufacturers and distributes them to operators which service juke boxes. Lomar got out of its Chicago troubles with only a $50 fine and is still in business.

A federal grand jury will be summoned in New York to look into charges of juke box racketeering, according to Samuel Mezansky, special counsel to the music operators of New York. #

KANS Starts Slogan Contest

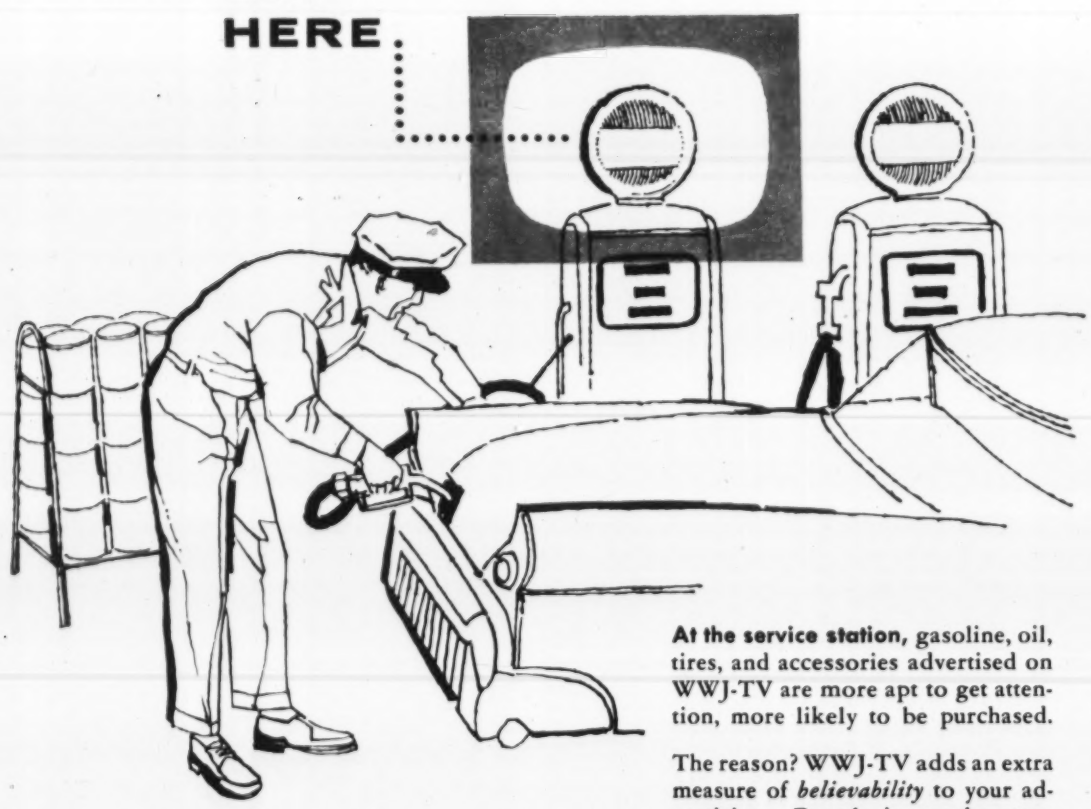
KIMO, radio station in Independence, Mo., has moved its studios and offices to Kansas City and changed its name to KANS. A contest, open to all advertising agency personnel in Chicago, New York, St. Louis and Kansas City, is being conducted, offering a grand prize of a three-day Las Vegas vacation. The winner will be the person who submits the most original slogan for KANS using the call letters in sequence as the first letter of four consecutive words.

Forjoe Names Bernstein, Adds KCEE, Tucson

Fred L. Bernstein, formerly president and part owner of WMET, Miami, has joined Forjoe & Co., New York, as vp and general manager of its eastern sales division. Mr. Bernstein at one time was general manager of Forjoe's southern sales division. Forjoe also has been named to represent KCEE, Tucson, which went on the air last October as a daytime music station.

BELIEVABILITY

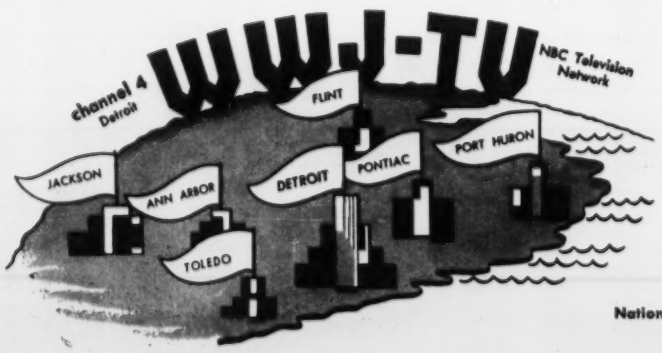
PAYS
OFF
HERE.



At the service station, gasoline, oil, tires, and accessories advertised on WWJ-TV are more apt to get attention, more likely to be purchased.

The reason? WWJ-TV adds an extra measure of *believability* to your advertising. People in southeastern Michigan have faith in WWJ-TV, recognize its leadership, appreciate its high standards.

Give your spring campaigns this big advantage. Buy WWJ-TV, Detroit's Believability Station.



ASSOCIATE AM-FM STATION WWJ
First in Michigan • Owned & operated by The Detroit News
National Representatives: Peters, Griffin, Woodward, Inc.

Betsy Palmer, TV Star

In LOOK the accent is on people—

Sen. John Kennedy, Presidential Timber

Turnpike Drivers with a Cure for Drowsiness

warm, moving, vital. People like these.

Fidel Castro, Controversial Revolutionary

More and more today you hear people

Cyril Ritchard, Well-Dressed Actor

everywhere saying, "LOOK—it's a

Dionis Lindsay, Four-Year-Old with a Cold

wonderful magazine for all the family."

Terry Brennan, Coach without a Team

LOOK is one of America's biggest, fastest-growing magazines. More than that, LOOK is America's family magazine. Its 27,900,000 readers are concentrated more in families with children than is the audience of any other major magazine. And LOOK reaches family readers most efficiently for advertisers. The family holds the key to LOOK's growth . . . and to success for American businesses. LOOK—THE EXCITING STORY OF PEOPLE.

The Editorial Viewpoint . . .

Congressional Action Would Help

The Supreme Court decision of Feb. 24 disallowing tax exemption in two cases covering advertising concerned with legislation, is in our opinion one of the most important legal decisions affecting advertising to be handed down in recent years.

We carried a full news report on the Supreme Court action last week, but because of the importance of the case and its implications, we are carrying full text of the Supreme Court decision in this week's issue, beginning on Page 64.

The court made its position clear: The income tax regulations of the Treasury specifically disallow ads for "lobbying, the promotion or defeat of legislation" and the "exploitation of propaganda" for tax purposes. They are not, in the Treasury view, "reasonable and necessary business expenses." Therefore, money spent for such advertising is not deductible as a business expense. And, said the court, these rules have been in effect for 40 years or so, during which period Congress has made numerous changes in tax law—yet it has never indicated that congressional intent was in any way being violated by these Treasury regulations.

Hence, says the court, if you want relief from these regulations, the place to seek such relief is in Congress, and not in the courts.

But the decision (and it is difficult to argue with the judicial assessment) has the most widespread possible effects on all advertising of a public-issue character. In the two cases which the court reviewed, beverage dealers advertised in an effort to defeat state legislation which would have created dry laws and would actually, therefore, have put the liquor dealers out of business. Yet the court held that even though their business life was at stake, the prohibition against the "promotion or defeat of legislation" still governed, and whatever expenses they incurred in fighting the proposed legislation—including advertising—could not be considered a cost of doing business.

The difficulty, as we have pointed out before, lies not so much in the specific prohibition against advertising directly tied to an election, as it does in a more or less logical extension of this "influence legislation" doctrine into much less clearly marked territory.

A specific example, of course, is the advertising of the privately owned electric companies. Here the Treasury has refused to allow certain advertising expenditures on the same general ground, although the advertising was not directly and immediately concerned with any pending legislation.

Practically all public-issue or institutional advertising states a case for or against something which is likely to be a matter of possible legislative action somewhere and sometime; and the Supreme Court decision therefore tends to prejudice all advertising except straight product promotion.

Clarification of the law is, in our opinion, definitely called for. Even though the Treasury may be cautious and circumspect in applying its regulations, an area so important to advertising and to business ought not to be left entirely to regulatory discretion—and to possible influence-wielding by individual members of Congress, as seems to have been the case with the electric utilities advertising.

We Lose Some Business

Last Friday Advertising Age and its sister publications had a substantial advertising contract canceled. It was canceled because we insisted on publishing a story which an important advertiser thought we ought not to publish.

This has happened to us before. Undoubtedly it will happen to us again. Whenever it happens it makes us sad. It makes us sad because we do not like to lose business, and because we do not like to get into altercations with our customers. But it also makes us sad because it demonstrates again that not everyone understands and respects the job a newspaper has (even a business newspaper) of printing what it believes to be the news, even though some of this news is not pleasing to customers or to friends.

News reporting is in some respects a lonely and an unpleasant business. We were reading just the other day about the decisions the daily papers and news services had to make about printing the bad news about young Campanella. We were thinking that if we were reborn, we'd try to pick a business where this kind of heart-breaking decision isn't necessary.

\# \# \#

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, O. L. BRUNS, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Francois Pratt, St. Joseph, Mich.

"He says the successful contact man is always sincere, even if he doesn't mean it."

What They're Saying . . .

Hint for Commercial Writers

What about commercials? I find them interesting. But to my way of thinking there is lots of room for improvement in making them not only entertaining but convincing. I find it difficult to imagine some of them selling very effectively. Certainly many have never sold me anything, but some have. I bought a floor wax I saw on tv because our kitchen floor needed what they said that wax would do. Result, it did it. Extra result, I'm a customer! But I'm frank to say the super-excited tone used by some tv salesmen rubs me the wrong way, as do the super-jovial and too-talky types who can never close it off. They talk themselves out of a sale. Just a normal, freshly conceived, succinct statement of the values of a product, a sensible explanation of what it will do, is what sells me.

I should be a Piel brothers fan (my name being Peale—spelled the right way), but I don't approve of beer ads. But their technique from an advertising angle isn't too bad.

Anyway, I believe in the American free-enterprise system. If we did not have commercials, we would have to settle for government-subsidized tv. And government, to my way of thinking, is into too much business already. So, I'm for commercials, but better ones.

—Dr. Norman Vincent Peale in TV Guide.

Increasingly Self Critical

The advertising profession has taken a terrible beating in the last few years, in novels and films—because it is easy to dramatize and distort the high-powered activities of advertising agencies.

But in all fairness, I think that advertising has improved enormously in the last couple of decades—there are more better ads today than ever.

Moreover, the ad business has become increasingly critical of itself—perhaps more critical than any other profession. I read the journal, Advertising Age, every week, and its muscular candor about the faults of advertising are unrivaled by any other professional journal I know about.

—Sydney J. Harris, in his "Strictly Personal" column, Chicago Daily News, Feb. 16.

Rough Proofs

Volkswagen and Renault, predicting sales of over 100,000 units each in the U. S. this year, may hasten considerably the unveiling of plans for Detroit's small economy cars.

•

Sen. Paul Douglas says in the March issue of *Coronet*, "A Catholic can become president," and friends of that brilliant young senator from Massachusetts think he should have said "will."

•

"5¢ daily vanishing," reports the world's greatest advertising journal.

And another boost in the price of newsprint may make a dime the standard price for an American newspaper.

•

Even if you need advertising to keep from being put out of business, the Supreme Court says it isn't tax deductible if the Internal Revenue Service classifies it as "lobbying."

•

"We are not too high-toned," Alicia Patterson of *Newsday* told readers of the *Post*, "to indulge in a little of the old corn-ball, or you may prefer to call it schmaltz."

That's the kind of talk circulation managers love to hear from their publishers.

•

When Guild, Bascom & Bonfigli uses its cartoon ads to kid the pants off the agency business, they get a lot higher readership than the usual sonorous and high-sounding platitudes.

•

When John Burgoyne used his advertising space to boost Chet Oehler's new book, "The Great Sioux Uprising," it wasn't a bit of apple-polishing, but only a loving tribute to an ex-agency man.

•

An editorial worker, describing his stint on a paste-and-scissors job, tells why he would like an advertising or pr assignment instead of continuing as a "galley slave."

•

"Seklemian, North marriage to C&H in divorce court," the headline says.

Another case of merge in haste and repent at leisure.

•

The winner of the Mail Pouch racehorse-naming contest will not only win the horse and tickets to the Kentucky Derby, but also $1,000 spending money.

This is the kind you usually spend in the pari-mutuel machines.

•

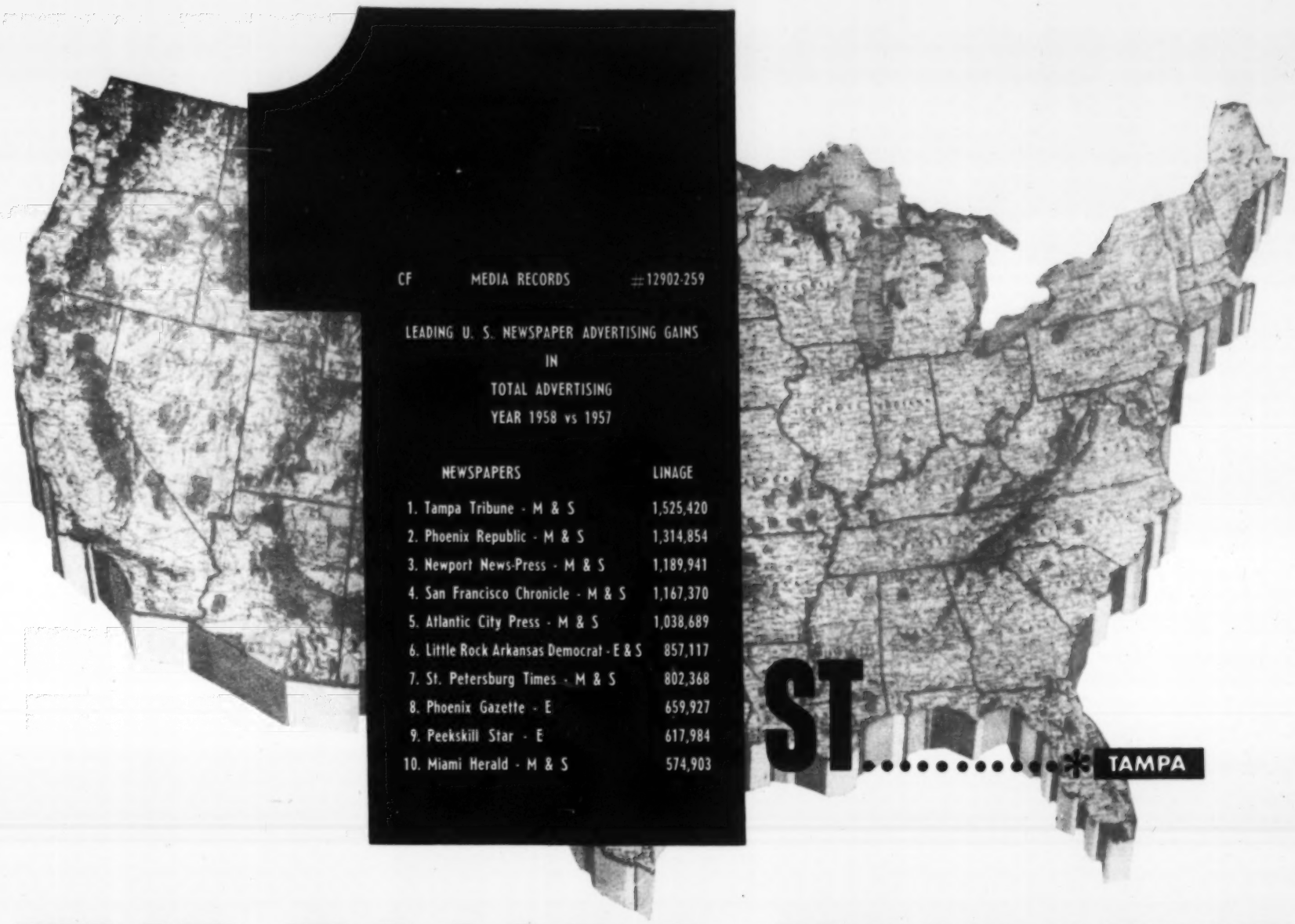
"Ads are U. S. good will envoys, Strauss asserts."

And perhaps they turn out to be the genuine, authentic voice of America.

•

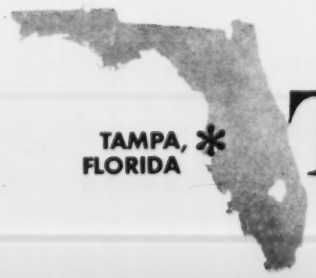
Reading the papers about the troubles of today's wizards of finance leads to speculation as to what would have happened to yesterday's rugged individualists if they had had to tangle with SEC.

Copy Cub.


CF MEDIA RECORDS #12902-259
LEADING U. S. NEWSPAPER ADVERTISING GAINS
IN
TOTAL ADVERTISING
YEAR 1958 vs 1957
NEWSPAPERS LINAGE
1. Tampa Tribune - M & S 1,525,420
2. Phoenix Republic - M & S 1,314,854
3. Newport News-Press - M & S 1,189,941
4. San Francisco Chronicle - M & S 1,167,370
5. Atlantic City Press - M & S 1,038,689
6. Little Rock Arkansas Democrat - E & S 857,117
7. St. Petersburg Times - M & S 802,368
8. Phoenix Gazette - E 659,927
9. Peekskill Star - E 617,984
10. Miami Herald - M & S 574,903
ST
TAMPA

THE TAMPA TRIBUNE

was FIRST among all newspapers in the United States in total Advertising Gains ---- 1958 over 1957



THE TAMPA TRIBUNE

MORNING AND SUNDAY

Represented Nationally by: SAWYER-FERGUSON-WALKER COMPANY

RCA Enters Suit Seeking Royalties from Philco

Radio Corp. of America is suing Philco Corp. and its subsidiary, Lansdale Tube Co., for more than $1,200,000 for alleged unpaid royalties due on RCA-owned patents covering radio sets and tubes. The suits were filed in U.S. district court in Philadelphia.

Philco and Lansdale early in 1957 filed a $150,000,000 anti-trust suit against RCA, American Telephone & Telegraph, Bell Telephone, General Electric and Western Electric, charging "monopolistic practices in the operation of the RCA patent pool in radio, tv and other phases of the electronics industry." Six months later, RCA filed a counterclaim for an unstated amount of damages for alleged infringement of some 50 RCA patents. The new suits claim royalties owed prior to Jan. 1, 1955.

Day's 80% Score Tops Admen Vying in Harper-Atlantic Quiz

NEW YORK, March 3—A recent quiz for "intelligent advertising execs," sponsored by Harper-Atlantic Sales, has brought to light some odd bits of information about advertising and the people in it. The quiz was so unusual that the company received more requests for the correct answers than it received entries.

The most "intelligent" entrant proved to be Lloyd N. Day, a copy group head with Batten, Barton, Durstine & Osborn in New York, who won with a score of 80%. A good number of ad execs are admitting they failed "miserably."

The question that felled most of the contestants was one asking which admen were trustees of which universities. The correct pairing of admen-trustees and universities turned out to be Sigurd S. Larmon with Dartmouth; Charles Brower with Rutgers; Henry Luce with Union Theological Seminary; Fairfax Cone with the University of Chicago; William S. Paley with Columbia; Edward A. Weeks with Wellesley; Neil H. McElroy with Harvard; Raymond Rubicam with Colgate and D'Arcy Brophy with M.I.T.

■ The contest ran aground on the question of who was originally responsible for the Maxwell House slogan, "Good to the last drop." The answer, according to the Maxwell House experts at General Foods, was Theodore Roosevelt. But one New York agency president challenged: "If you tell me that it's Teddy Roosevelt, I'll produce evidence to prove you wrong."

With that, Harper-Atlantic decided neutrality was the safest course, and this question was excluded from the final scoring.

A three-part question asked the identity of three agency "eggheads" known for their extra-curricula activities. The clues and answers:

• The agency board chairman who was captain of the U.S. chess team in Moscow, 1955: Rosser Reeves, of Ted Bates & Co.

• The former chairman of the American Assn. of Advertising Agencies who is a trustee of the Modern Poetry Assn.: Earle Ludgin, of Earle Ludgin & Co., Chicago.

• The agency president who is on the board of the New York Philharmonic: David Ogilvy, of Ogilvy, Benson & Mather (he also handles the Philharmonic's advertising).

ERUDITE—*Charles B. Crockett (left), president of Harper-Atlantic Sales Inc., watches Lloyd N. Day, a copy group head at BBDO, unwrap a solid gold pencil, his trophy for winning an ad quiz sent to readers of complimentary copies of Harper's Magazine and the Atlantic.*

■ Another question asked the identity of the following ex-admen:

• The author of "Point of No Return" (John P. Marquand, at one time a copywriter with Young & Rubicam—although he is not so listed in "Who's Who in America").

• The editor of *Holiday* (Ted Patrick, who used to be a vp at Compton and before that was with Y&R).

• The chairman of the board of the Encyclopaedia Britannica (William Benton, co-founder of Benton & Bowles).

• A congressman-elect from Connecticut (Chester Bowles, former ambassador to India, who with the above-mentioned Mr. Benton founded B&B).

Another stickler was the question asking the original occupations of Elmo Roper (he earned his first money as a retail jeweler) and George Gallup (he started out as a psychology instructor at the University of Iowa).

■ The contest posed a few quotes, too, and asked the authors of the following:

• "Promise, large promise, is the soul of an advertisement" (Dr. Samuel Johnson).

• "It is far easier to write ten passably effective sonnets, good enough to take in the not too enquiring critic, than to write one effective advertisement that will take in a few thousand of the uncritical buying public" (Aldous Huxley).

• "All advertising, whether it lies in the field of business or politics, will carry success by continuity and regular uniformity of application" (Adolf Hitler).

• "If I were starting life over again, I am inclined to think I would go into the advertising business" (Franklin D. Roosevelt). #

Nils Melin Leaves Addo to Join Royal in Geneva

Nils O. Melin, Swedish adman, is joining Royal McBee International Inc. as head of advertising, sales promotion and public relations activities in Royal's new export center in Geneva, Switzerland. Mr. Melin has been worldwide advertising manager of Addo, Swedish office machine manufacturer, for nearly 10 years. He was elected "man of the year" in 1958 by the Swedish Advertisers' Assn. The Royal products are distributed in Sweden by Addo.

Dallaire Joins Marks Co.

Vic Dallaire has been named public relations director of Robert M. Marks & Co., New York. He was formerly a free lance publicist.

U. S. Steel Readies Home Improvement Ad Service

U. S. Steel Corp., Pittsburgh, is distributing a home improvement edition of its Steelmark newspaper service to daily newspapers and to the 4,000 subscribers to Metro Newspaper Service. It has been produced in cooperation with the Bureau of Advertising, American Newspaper Publishers Assn., to tie in with the newspaper industry's "total selling" program.

The home improvement edition is similar to the company's "Operation Snowflake" newspaper service. With a 10-page format, it suggests news features and ads to be used in special home improvement promotions. The agency is Batten, Barton, Durstine & Osborn, Pittsburgh.

Guldberg Opens Agency

Carl E. Guldberg, formerly vp of Campbell & Co., Ann Arbor, Mich., has opened Guldberg Advertising at 201 E. Catherine St., Ann Arbor.

Only the
ROTARIAN
brings your sales message to this concentrated
"action audience"
Every copy reaches an active businessman who can make a decision to buy your product!

79% are active in business management!
90% play an active part in company buying!
84% are active homeowners!
54% are in companies operating 1,265,217 trucks!
82% are active travelers! (more than 12 trips a year)
53% actively influence civic government buying!

and . . . this "man-of-action" has an average income of $14,429 to make him an active customer for insurance, travel, sporting goods and clothes.

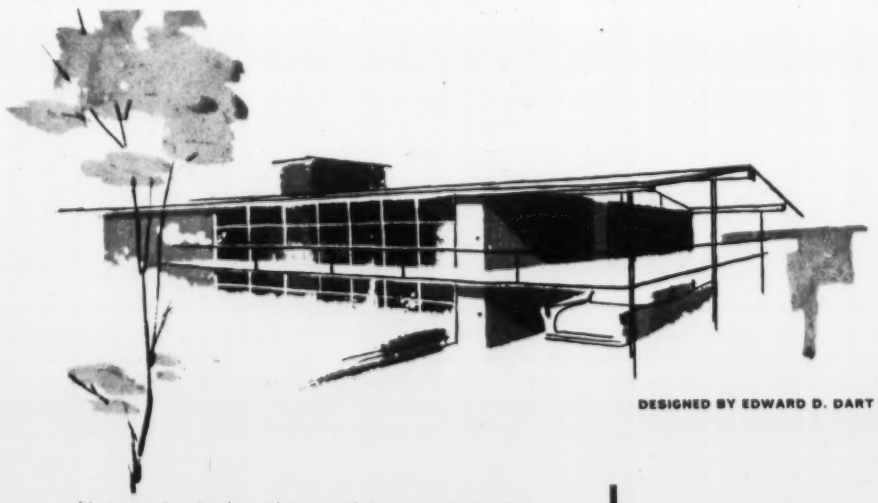
THE ROTARIAN reaches 354,620 "men-of-action" at the low, low cost of only $3.72 per thousand!

SEND FOR YOUR FREE COPY OF Market Facts, Inc., complete study of the ROTARIAN reader—the man who can buy your product—today!

ABC AUDITED PAID CIRCULATION

The Rotarian
AN INTERNATIONAL PUBLICATION
1600 RIDGE AVE., EVANSTON, ILL.

IN LATIN AMERICA . . .
Revista Rotaria is a key publication reaching 41,695 readers. Send for Market Facts, Inc., study of this important export market.



DESIGNED BY EDWARD D. DART A.I.A.

If your taste is educated to good design . . .

then you'll like the NORTHGATE—warm and cozy as a log cabin, yet sleek and rakish as your sports car. It's adaptable to make the most of your lot and to cater to your family's personal requirements. The NORTHGATE has that custom look at a built-to-sell price—and costs less for upkeep, too. Priced from $19,500, plus site, anywhere in the Chicago suburbs. You'll thank us for insisting that you see the NORTHGATE.

Graeme Stewart
REALTY CORPORATION
104 E. ROOSEVELT ROAD
WHEATON, ILLINOIS
MOntrose 8-0072

STEWART-WARNER (Alemite Division) returns to network radio—CBS Radio—with its biggest appropriation in years. PCP was the additive that did it! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:
42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

JUST OFF THE PRESS —AND GOING FAST!

NEW 1959 AYER DIRECTORY

100,000 IMPORTANT NEW FACTS NOT IN LAST YEAR'S EDITION

The most complete book ever published on newspapers and periodicals—contains some 700,000 "live" facts in all.

No other single volume gives you so much information in easy "finger-tip" form.

With half a dozen other reference books spread out before you, you still wouldn't have at hand all this information:

21,000 publications in the United States, Hawaii and U. S. Possessions, Canada, Bermuda, Panama and the Philippines. Names, addresses, subscription rates, sizes, circulation figures, names of editors and publishers. Plus information on nearly *500 new publications* not in the 1958 Edition.

Invaluable information about rail and air service, new keyed railroad maps of every state, new keyed airline map of the U. S. and Canada; farm incomes, values, acreages; banking information; motor vehicle registration; TV and radio set ownership, TV stations in cities; telephone installations, etc.

Weekly, semi-weekly and tri-weekly newspapers listed alphabetically by exact location —state, county, town, with population and circulation.

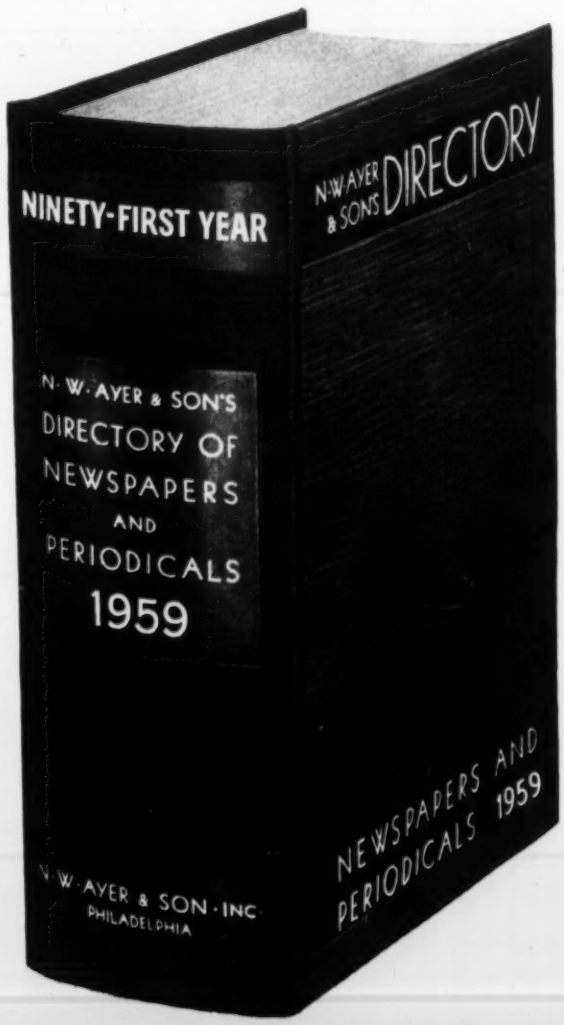
Publications that reach groups with special interests, hobbies, occupations, religions, etc.

Reserve your copy now! This invaluable one-volume reference library saves you hours of research. Published as a service to those who need extensive, accurate, reliable information on publications.

Edition limited—$30 (postpaid within U. S.). Order from N. W. Ayer & Son, Inc., Dept. A, West Washington Square, Philadelphia 6, Pa.

Send your order now.

A word of appreciation to those who ordered the 1958 Edition; our regrets to those whose orders came too late to fill. Last year's edition was sold out earlier than usual, despite the largest printing in history. Please order your 1959 copy as soon as possible.



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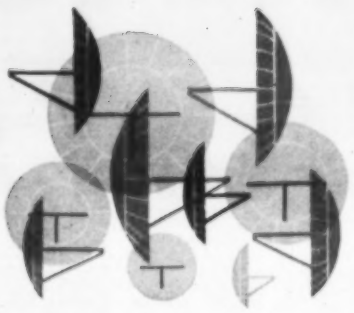


A MESSAGE FROM INNER SPACE

If you want to be taken to the leader, in radio-electronics, it is **Proceedings of the IRE.** Here is a professional journal totally unlike any other in the field. Here is a monthly publication that anticipates and explains every major development even before it is a practical engineering reality.

Proceedings is strictly **by** and **for** radio-electronics engineers. Because of this, sales messages on its inner pages work harder and produce more lasting results. Once you know the facts, you'll agree, outer space is for scientists; inner space, in radio-electronics, is in **Proceedings.** If **you buy space** in this field, you should meet the 67,369 (ABC) professionally qualified men now awaiting your message in their own journal.

Proceedings of the IRE THE INSTITUTE OF RADIO ENGINEERS
Adv. Dept., 72 West 45th Street, New York 36, New York
MUrray Hill 2-6606
® Boston • Chicago • Minneapolis • San Francisco • Los Angeles

Diamonds are . . .

this girl's best friend . . . next to **KOIN-TV.** She gets eye-power from her baubles, buy-power from the favorite station in Portland and 32 surrounding Oregon and Washington counties. She likes what she sees on **KOIN-TV**, and she buys what she likes . . . just ask the astute chaps at CBS-TV Spot Sales. They've got the delightful low-down on **KOIN-TV**'s high-up ratings and coverage.

Getting Personal

William M. Burke, manager of the Seattle office of Grant Advertising, has a new sideline: ownership of the James Henry Packing Co., 70-year-old Seattle meat packing company, whose advertising has long been handled by Grant . . .

Benedict Gimbel Jr., head of WIP, Philadelphia, visited Louisville to address the annual convention of the Kentucky Retail Hardware Assn. and came away with several new titles in addition to the "Kentucky Colonel" he already bears. Now he's an honorary citizen of Louisville, Ambassador of Good Will for Kentucky, and the recipient of a hospitality key and citation from the Kentucky State Chamber of Commerce . . .

February engagements bring June weddings: just ask Rachel Anderson and **James Lewis Thompson Jr.,** of Benton & Bowles . . . Claire Helen Griffin and **Edward Gilbert Francel** of General Foods . . . Mary Wagner, daughter of **Allen Wagner,** pr director for General Foods, and **John Powers,** vp of Graham Inc., New York graphic arts studio . . .

Col. John R. Reitemeyer, head of *The Courant,* Hartford, was part of the seven-man U.S. delegation at the inauguration of President Romulo Betancourt of Venezuela . . . **Bruce Barton,** chairman of BBDO, has accepted the chairmanship of the United Negro College Fund's 16th annual spring appeal—in addition to being president of the Institute for the Crippled & Disabled, chairman of the American Heart Assn., and a trustee of the Columbia-Presbyterian Medical Center, Berea, Ky., College and Deerfield, Mass., Academy . . .

Pierce Danley Needham Kies McArthur

VETERANS ALL—*Maurice H. Needham, president of Needham, Louis & Brorby, Chicago, presents a silver bowl to Isabel Danley, for her 20 years as a secretary with the agency. Wallets plus a cash surprise went to Harold A. Pierce of the production department; John H. Kies, vp and head of the art department; James F. McArthur, copywriter; and Thomas V. Wess, art director (not pictured), for their 15 years of service.*

Frances H. Peterson, vp at large of the Advertising Assn. of the West and treasurer of the Salt Lake Adclub, was married Feb. 20 to F. Bain Hoopes . . . Kingsley Mead Hubby and **George Horace Gallup III,** son of the founder of the Institute of Public Opinion, were married Feb. 7 . . . **Robert Dumper,** international ad director of *Time* and *Life,* and Polly Aaron are honeymooning in Europe . . . **Nanette Pantages,** secretary of **Corny Jackson,** J. Walter Thompson Co., Hollywood, is engaged to **Robert Dellinger,** vp of Grant Advertising there . . .

M. A. (Tony) Mattes, ad manager of Standard Oil Co. of California, has been appointed chairman of the oil industry's centennial committee for the six western states . . .

Dr. Steuart Henderson Britt, professor of marketing at Northwestern University and editor of the *Journal of Marketing,* is one of the distinguished alumni of Washington Universty, St. Louis, to be awarded an alumni citation for "outstanding achievement and service which reflect honor upon Washington University . . ."

Willard A. Pleuthner, BBDO's brainstorming vp, will have a new, combined and enlarged edition of two of his books—"More Power for Your Church" and "Building Up Your Congregation"—out in March. It's published by Farrar, Straus & Cudahy with an introduction by Dr. Norman Vincent Peale . . . Grand opera gets the **Martin Mayer** treatment in a new novel, "A Voice That Fills the House," out April 29. Mr. Mayer, who wrote the best-selling "Madison Avenue, U.S.A.," knows the opera world "the way tenors know Pagliacci," according to the publisher, Simon & Schuster . . .

Horace C. Treharne, exec director of the Cleveland Adclub, is being sent to ten European countries by the club, April 15-May 30. His assignment: to survey European advertising practice and trends and to spread the gospel of Cleveland as an advertising and industrial center. Chairman of the club's "Horace Tour to Europe Committee" is **Dale Wylie,** ad director of Iron Fireman Manufacturing Co. . .

Erwin D. Swann made news for both the society and advertising pages Feb. 25. He married **Caroline Burke,** formerly a producer-director for NBC-TV, the same day he announced his shift from L. H. Hartman Co. to Warwick & Legler . . . **Robbin Bain,** Miss Rheingold of 1959, is engaged to Edward Grimm III . . .

Four Navy officers who worked together during World War II aboard the U.S.S. Ticonderoga are back together again selling Barbasol shaving cream. **George E. Wasey,** president of the Barbasol Co., was a commander aboard the Ticonderoga. **William H. Tirrell,** now a vp at Barbasol, was a lieutenant commander. Rear Admiral **Albert O. Vorse** (U.S.N. Ret.), who was commander of Air Group 80 attached to the vessel, joined Barbasol in January as West Coast sales manager. **George J. Walsh** (Lt. Comdr., Ret.), a dive bomber pilot in Air Group 80 and now head of his own New York agency, has been handling the Barbasol account since June . . .

In Chicago, it takes 2 — to blanket more than half the market

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to even half of your city and suburban prospects.

two daily newspapers to reach a majority of the MOST net unduplicated coverage, one of your two cago SUN-TIMES!

MEMO
This ad originally appeared in April 1952 and—
in 1959 as in 1952 it still takes 2 in Chicago and one must be the SUN-TIMES

CHICAGO
SUN-TIMES

CREATIVE IDEAS

can start in the Production Dept.

When the Production Chief told the agency manager about Certified's ROP Blue Ribbon CC Mat, it started him thinking . . .

"Registered full page service mats baked on the form, that go into the newspaper's casting box for the required number of plates, deeper impression, perfect register, no shrinkage problem.

"Just the thing for that big eductional campaign for the agency's best client." Use in less than full page ads has already shown the dependable excellence of Blue Ribbons.

For dependable stereotyping, rely on Certified Mats

Certified DRY MATS

CERTIFIED DRY MAT CORPORATION, 535 Fifth Avenue, Dept. D, New York 17, N. Y.

Zenith Boosts Ads to Maintain Fast Sales Pace

(*Continued from Page 2*)

ads has been estimated at several times the national ad budget.

Over-all ad theme for the year will stress the familiar Zenith selling point: "The quality goes in before the name goes on."

■ Zenith has advertised quality for years, and now it claims that the quality byword has led to quantity leadership, at least in tv set sales. Hugh Robertson, president, said the company shipped a record number of sets last year—15% more than 1957—and now believes it is the leader in tv sales.

If so, this means it has finally passed RCA Victor, which had been the sales leader. Six years ago, Zenith was in fifth place in industry sales.

Mr. Robertson also predicted a 25% increase in consolidated sales for the first quarter of 1959 over the like period of last year, based on a record-breaking first month, plus back orders.

While heads of most of Zenith's competitors were making similar optimistic forecasts for 1959, none was able to equal Mr. Robertson's cheerful reports concerning the year just past.

■ While Zenith sales sailed ahead last year, most other radio-tv set makers suffered losses. In fact, tv output last year numbered 4,920,438 sets, down from 6,399,345 in 1957, according to Electronics Industries Assn.

Apparently Zenith took no special steps to bolster sales during the recession year. But its policies proved themselves to enable Zenith to be highly resistant to market fluctuations.

Chief among these policies are those concerning quality control and inventory control. The company firmly believes its advertising claims concerning quality leadership and spends thousands of extra dollars for spot checks of sets coming off the line.

■ Inventory is kept low, both at the factory and at the distributor and dealer levels. Zenith brings its merchandise to market through 80 distributors and more than 20,000 dealers. Leonard C. Truesdell, vp and director of sales, keeps close tabs on the weekly distributor sales reports that come into his Chicago office.

"This shows us where to promote, where to concentrate our advertising," he explained.

Keeping inventory low also helps prevent a dealer or distributor from becoming overloaded with sets. This situation in the industry has frequently led to price cutting, or "dumping" sales, events which do not bolster the aura of quality surrounding a manufacturer.

■ Erik Isgrig, vp of advertising, noted that "Zenith's advertising policy over the years has been to sell quality and features in most of our advertising." Zenith's leading feature on its tv sets, Space Command remote tuning, was given heavy promotion last year. The company said more than 40% of the increase in the dollar volume of Zenith tv sales last year was accounted for by increased shipments of tv sets equipped with Space Command.

■ Hugh Robertson, 71, took over as head of Zenith last March, when Cmdr. Eugene F. McDonald died. Some observers expected sweeping changes in the company when the conservative Mr. Robertson stepped into the post formerly occupied by the outspoken Mr. McDonald.

Evidence would indicate, however, that Zenith has always been somewhat conservative, the McDonald personality notwithstanding.

Zenith was one of the last large companies to enter the tv field, and last to abandon the circular tv screen; it has yet to market a color tv receiver.

The company has produced a color tv receiver, including its own color tube (through its subsidiary, Rauland Corp.), but feels the market is not yet large enough to produce them for sale.

And the company never did follow the other electronics companies which decided (perhaps incorrectly) that a "full line" of appliances was needed to compete successfully in the market.

■ On the other hand, Mr. McDonald's unsuccessful attempt years ago to purchase an inexpensive yet reliable hearing aid led Zenith into that field, and it recently put the first sun-powered hearing aid on the market.

Cmdr. McDonald and Zenith were embroiled in a battle for pay tv for several years, but whether the publicity which accrued had any effect on sales is all but impossible to determine, the company feels.

This year, Zenith continues to make and break production and sales records in television receivers. Added to that is the fast-growing high fidelity equipment field, where Zenith is an important marketer. The company expects an $8,000,000 increase in hi-fi sales this year over 1958.

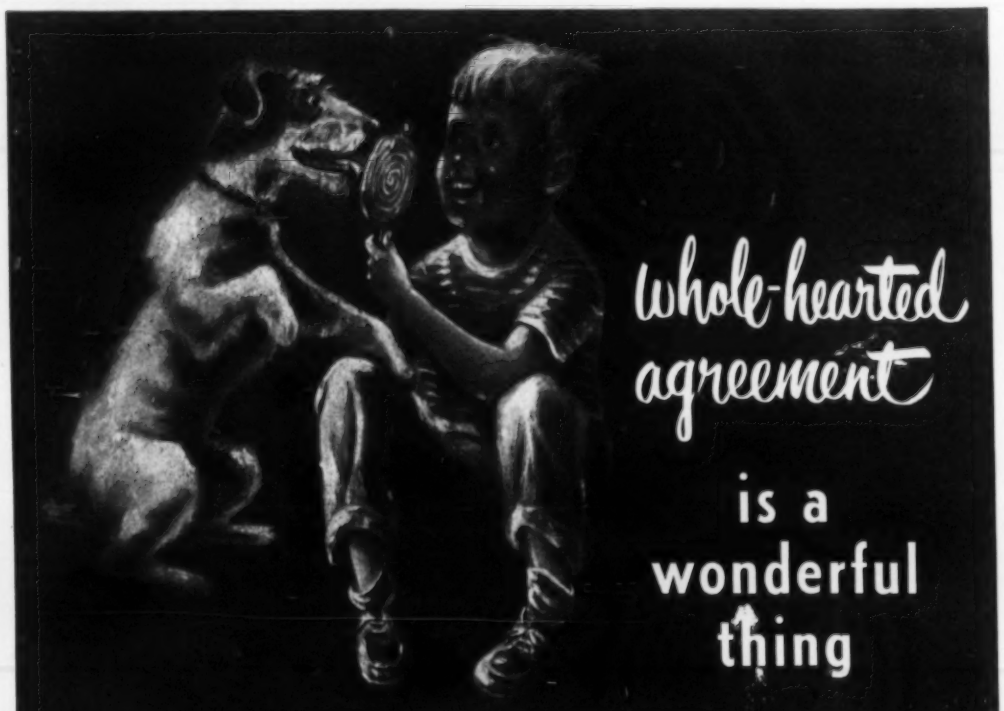
Foote, Cone & Belding, Chicago, is the Zenith agency. #

'Houston Post' Boosts Johnston

The *Houston Post* has named John A. Johnston retail advertising manager. Mr. Johnston succeeds Harold Mossberger, who was named advertising manager of the *Houston Chronicle* (AA, Feb. 23). Mr. Johnston has been Mr. Mossberger's assistant since 1956 and served as acting manager of the retail advertising department.

Machine Co. Names Graham

Hartford Special Machinery Co., Hartford, Conn., has appointed Hugh H. Graham & Associates, New Britain, Conn., for advertising and sales promotion.



ARB and NIELSEN agree — TULSA'S FINEST PARTICIPATIONS AND ADJACENCIES ARE ON KTUL-TV!

√ KTUL-TV's prime viewing time, 5:00 p.m. to midnight (Monday through Friday), tops all channels in first place quarter hours.

√ KTUL-TV's MGM Theatre captures the largest late evening movie audience.

√ KTUL-TV's News outrates all other news strips — network or local.

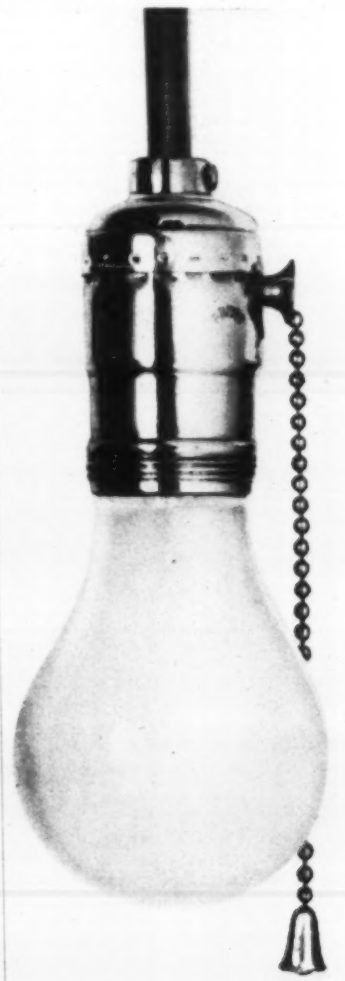
√ KTUL-TV's Weather outrates all other weather strips.

√ KTUL-TV's Popeye Theatre tops all locally-produced strips for kids.

You'll find your Avery-Knodel representative and Jim Black, our national sales manager, mightily agreeable too — when it comes to pin-pointing the schedule that works best for you!

KTUL·TV TULSA — CHANNEL 8

P. O. BOX 9697 • TULSA, OKLAHOMA
BILL SWANSON, GENERAL MANAGER



GENERAL ELECTRIC (Lamp Division) lights on one radio network of the four: CBS Radio. Strongest current here! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

"...Offers the electronic engineer many money saving advantages," the editorial began, and 31 pages later concluded with half a hundred applications.

This Special Report covered materials from alloys to ceramics, from Nylon to ureas, and more is coming.

If you are trying to sell plastics, metals, or ceramics in mass quantities, why not move your product with mass sales in the Electronic Original Equipment Market with a schedule in *Electronic Design*.

ELECTRONIC DESIGN

Here is a partial list of successful basic materials advertisers in Electronic Design:

Shell Chemical
Monsanto
Du Pont
Dow Chemical
Dow Corning
Baker & Adamson
Formica
Minnesota Mining & Mfg.
Westinghouse
General Electric
Hooker Chemical
The Borden Co.
Handy & Harmon
Alcoa
Taylor Fibre
Anaconda
International Nickel
B. F. Goodrich
Corning Glass
Minneapolis-Honeywell
Coors Porcelain
Carborundum
Revere Corp. of America

Design with Plastics

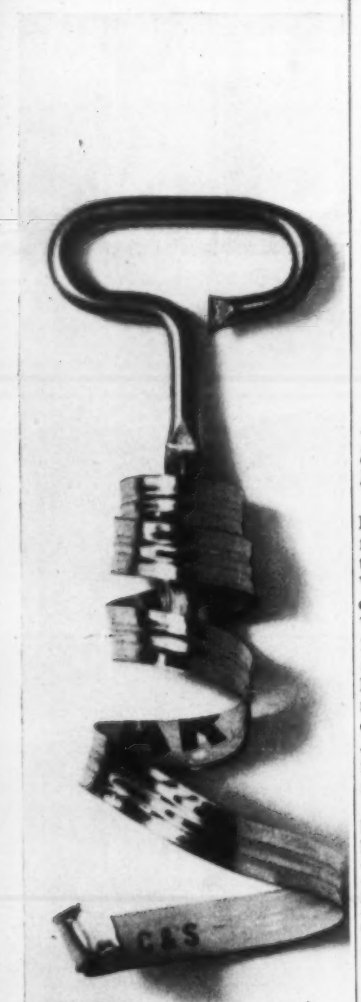
Top 100 Spot TV Advertisers

Fourth Quarter, 1958

Source: N. C. Rorabaugh Estimates for Television Bureau of Advertising

Figures in parentheses indicate company's rank in third quarter.

	Gross Time Expenditures
1. Procter & Gamble (1)	$9,273,500
2. Warner-Lambert (12)	4,629,300
3. Lever Bros. (2)	4,409,700
4. Adell Chemical (3)	3,654,200
5. General Foods (4)	2,690,500
6. Continental Baking (6)	2,404,800
7. International Latex (13)	2,155,900
8. Texize Chemicals (14)	2,022,100
9. American Home Products (9)	2,011,100
10. Miles Laboratories (10)	1,950,200
11. Vick Chemical	1,944,900
12. Colgate-Palmolive (8)	1,815,000
13. Standard Brands (23)	1,680,800
14. Kellogg (81)	1,608,700
15. Brown & Williamson (7)	1,393,900
16. J. A. Folger (56)	1,287,300
17. Robert Hall (17)	1,287,200
18. General Mills (20)	1,144,700
19. American Tobacco (16)	1,018,800
20. National Biscuit (37)	968,800
21. Marathon Corp. (70)	937,600
22. P. Lorillard (5)	912,200
23. Avon Products (38)	905,000
24. Corn Products (47)	899,700
25. Gulf Oil	881,200
26. Food Manufacturers (18)	835,400
27. American Chicle (74)	833,300
28. Bristol-Myers (60)	827,500
29. Coca-Cola Co./Bottlers (27)	824,500
30. Nestle	814,800
31. Quaker Oats	810,200
32. Wander Co.	809,500
33. Anheuser-Busch (19)	807,400
34. Continental Car-Na-Var (29)	764,300
35. Pepsi-Cola Co./Bottlers (26)	751,100
36. Shell Oil (24)	734,900
37. Heublein	676,200
38. Norwich Pharmacal (46)	603,400
39. Borden (68)	598,400
40. Salada-Shirriff-Horsey (75)	595,400
41. U.S. Borax & Chemical (43)	593,600
42. Atlantis Sales Corp. (87)	590,900
43. Stokely-Van Camp (55)	590,100
44. Sterling Drug (44)	588,700
45. Sun Oil (21)	581,800
46. Exquisite Form (73)	577,300
47. Pharma-Craft	566,600
48. Drug Research Corp. (51)	565,000
49. Andrew Jergens (39)	551,200
50. Carling Brewing (72)	550,000
51. Minute Maid	545,800
52. Falstaff Brewing (40)	528,700
53. General Motors	527,500
54. Standard Oil Co. (Ind.) (35)	518,700
55. Esso Standard Oil (42)	516,600
56. Chunky Chocolate	516,400
57. National Cranberry Assn.	509,900
58. Helene Curtis	506,700
59. Fels & Co. (61)	501,200
60. Maybelline (78)	500,500
61. Carnation	500,300
62. R. J. Reynolds (28)	499,200
63. Welch Grape Juice (22)	497,500
64. Duffy-Mott	496,700
65. Chock Full O'Nuts	496,000
66. William Wrigley Jr. Co. (33)	482,600
67. National Brewing (76)	479,700
68. Max Factor (77)	473,800
69. Jos. E. Schlitz (34)	470,500
70. Piel Bros. (53)	463,600
71. Eversharp (52)	459,500
72. Parker Pen	456,800
73. Helena Rubinstein	451,600
74. Schick	449,000
75. Chesebrough-Ponds	443,200
76. General Toy	430,700
77. Peter Paul	429,200
78. Gillette (50)	420,800
79. Tea Council	414,100
80. Consolidated Cigar	413,900
81. Philip Morris (15)	402,800
82. American Bakeries (95)	401,900
83. Wm. B. Reily	401,200
84. Taylor-Reed (86)	398,000
85. National Dairy	394,200
86. Phillips Petroleum (49)	392,900
87. Carter Products	383,600
88. Coty	374,200
89. Block Drug	371,200
90. Nehi Corp./Bottlers	365,900
91. Monarch Wine	365,600
92. Theo. Hamm (31)	356,400
93. Atlantic Refining (85)	351,400
94. Kroger (90)	349,200
95. Cream of Wheat	348,400
96. Great A & P Tea Co. (100)	346,000
97. Interstate Bakeries	336,100
98. Economics Laboratory	336,000
99. Ford/Regular Dealers	330,200
100. Wildroot	327,500



STANDARD BRANDS spends most, by far, of its network radio dollars on CBS Radio. Where the most popular program "brands" are! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

Sullivan, Stauffer Boosts Four, Appoints Three

Sullivan, Stauffer, Colwell & Bayles, New York, has promoted four of its staff and has made three new appointments. Barrett Welch, vp, has been elected to the executive committee, and Edward W. Dooley, with the agency since 1956, has been named a vp and management supervisor. Leo J. Keegan, of the research department, has been named associate director of research, and Donald J. Moone has been transferred from associate merchandising director to account executive.

Lloyd Harris, with Young & Rubicam for the past 11 years, has been named vp and manager of the media department. Reed Badgley, formerly with Lehn & Fink Products Corp., and Anthony R. Cangemi, previously with Young & Rubicam, have been named account executives.

Ogilvy, Benson Names Four

Ogilvy, Benson & Mather, New York, has appointed Gene McMasters account supervisor on Vicks double-buffered cold tablets, William E. Phillips an account executive on Maxwell House coffee, Walter Kashen administrative manager of the media department and David Elledge tv art director. Mr. McMasters formerly was with Warwick & Legler. Mr. Phillips previously was with the food division of Procter & Gamble. Mr. Kashen has been a media buyer with Ogilvy, Benson for the past seven years. Mr. Elledge previously was with Benton & Bowles.

Graceman Promotes Holland

Donald R. Holland, senior creative account executive at Graceman Advertising, Hartford, has been elected vp in charge of creative services.

Reflections in Walden Pond

It is never too late to give up our prejudices. No way of thinking or doing, however ancient, can be trusted without proof. What everybody echoes or in silence passes by as true today, may turn out to be falsehood tomorrow. Man's capacities have never been measured; nor are we to judge of what he can do by any precedents, so little has been tried.—Thoreau

BILL STOREY'S SAN ANTONIO BUS CARDS

No. 4 OF A SERIES OF 52

THOREAU IN TEXAS—*W. M. Storey Advertising, San Antonio transit advertising company, is running a series of car cards featuring excerpts from Thoreau's "Walden" in San Antonio buses. Each card runs a week, so 52 separate Thoreau quotes will be seen this year. Since many of the cards have been removed from their frames and appropriated by bus riders, Storey recently ran a newspaper ad asking bus riders to wait until the end of the day before taking cards. The San Antonio Public Library reported that for the first time in many years all copies of "Walden" are out on loan.*

National Bonded Sets Patio Party Co-op Coupon Push

KANSAS CITY, March 3—National Bonded Coupon will launch a new three-month cooperative coupon promotion, Patio Party, in April.

During April, May and June more than 1,600,000 homes in 10 midwestern markets will receive two-color coupons in wallet-size mailers. The coupons, redeemable with the purchase of products to be used at an outdoor dinner, will be mailed monthly to a percentage of addresses in each mailing zone of the area to insure citywide coverage. Radio and newspaper advertising will back the promotion, with heaviest radio spot concentration scheduled for the week ends.

In addition to the coupons, the wallet includes a questionnaire asking the housewife (1) the name of her grocer and (2) which other products she would like to receive coupons for.

■ The company's first coupon promotion, held in January, drew a 22% to 25% redemption, according to National Bonded. Among the products in the promotions are Royal Crown cola, Safeway's Lucerne ice cream, Rodeo meats, Kitty Clover potato chips, Golden Wedding coffee, Sessions peanut butter, Creamettes macaroni and spaghetti and Sea-Pak frozen seafoods.

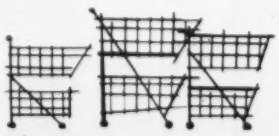
Designed to overcome the mailing cost obstacle encountered by individual manufacturers, the cooperative plan is offered manufacturers on contract rates and includes printing, mailing and promotion. #

Nominations Opened

The Advertising Federation of America has announced that nominations are now open for the 1959 Advertising Woman of the Year award. The award, established in 1947, is open to all women in advertising with nominations to be made through AFA-affiliated women's adclubs, company members and national organizations. Entries should be mailed no later than April 5 to the AFA, 250 W. 57th St., New York.

Eldridge Joins Colgate

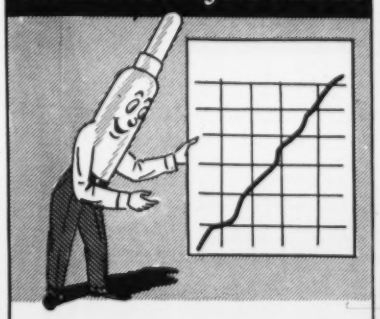
William T. Eldridge, formerly an account executive at Leo Burnett Co., has joined Colgate-Palmolive Co., New York, as product manager for Vel powder, Super Suds and other products.



If you want to sell more **food products,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. If you want to make a sale, there's nothing so powerful as an idea. Year after year, BH&G serves up more editorial lines devoted to ideas about foods and nutrition than any other magazine, weekly or monthly. And every page says, in effect, "*You* can do this, too!"

During the year 1/3 of America reads **Better Homes and Gardens** *. . . the family idea magazine*

Billy Bullet's SMALL ADS bring BIG RESULTS



"Over $1000.00 in sales already from my first small ad in The RIFLEMAN—and 300 more live prospects to work on.

"So my initial investment with you has already given back a 285% return, with reasonable assurance of much more!"

(Name on Request)

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C

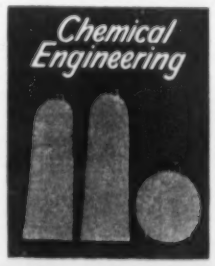
Photo Courtesy The Firestone Tire & Rubber Company

The Chemical Engineer drives 100,000,000 miles a day

Rubber and synthetic cord for tires, gasoline, hydraulic fluid... a few ways the Chemical Engineer and his technology keep America on wheels.

From rubber and gasoline to plastics and perfume, products of the chemical process industries affect every phase of modern living. Common techniques, equipment and raw material needs tie these industries into one super market place . . . buying $46-billion in raw materials and fuel, one third of all-manufacturing's capital goods. Throughout this industry complex, the Chemical Engineer is the man responsible for profitable operations—who instigates orders, specifies and buys.

To sell him wherever he is, come in the front door . . . via CHEMICAL ENGINEERING, the 3 to 1 favorite among chemical engineers in all functions, in all industry. Now they get it every-other-monday, read it more thoroughly than ever before. In 1958, Starch "Noted" scores were up 11.3%, "Read Most" scores up 28.7%, inquiries up 15.5% over 1957's monthly issues. CHEMICAL ENGINEERING, A McGraw-Hill Publication, 330 West 42nd St., New York 36.



Published every other monday for Chemical Engineers in all functions

announcing

Flip!

Nat Wolff, 59, Y&R Exec, Veteran of Film, Radio-TV, Dies

NEW YORK, March 4—Nat Wolff, 59, former director of program planning at National Broadcasting Co., who returned to Young & Rubicam last December as an executive-consultant, died yesterday while undergoing surgery for cancer of the throat at Roosevelt Hospital.

Born in Buffalo, Mr. Wolff began his career in show business in 1926 with Buffalo Broadcasting Co. In 1934 he moved to Hollywood to write, direct and produce for Mary Pickford. Later he established a radio department, the first of its kind in Hollywood, for H. N. Swanson, a writers' agent. Then he joined Myron Selznick as head of radio operations.

In World War II Mr. Wolff was deputy chief of the Office of Facts & Figures and later was made head of Pacific Coast operations for the Office of War Information. After the war he joined Metro-Goldwyn-Mayer.

■ In 1951 he joined Young & Rubicam, where he became a vp and head of the agency's radio-tv department. He left in 1956, reportedly to avoid being pinned down by administrative detail, and joined NBC as director of program planning. Last December he rejoined Y&R as an executive-consultant in his old department.

He is survived by his wife, the actress Edna Best.

JOHN D. LUCAS

NEW YORK, March 4—John D. Lucas, 66, vp of Charles W. Hoyt Co., died yesterday of peritonitis caused by a ruptured appendix at Lenox Hill Hospital.

Born in Mount Vernon, N. Y., Mr. Lucas entered the advertising business as a young man with the old George Batten Co. Later he became a copywriter at Lord & Thomas. He joined the Hoyt agency in 1924. In 1932 he joined Maxon Inc., but returned to Hoyt in 1946 as a vp and wrote and planned many of the major campaigns handled by the agency.

Mr. Lucas was a director and secretary of the Greater New York chapter of the American National Theater & Academy and was a member of the Defense Orientation Conference Assn. and the Players Club.

RALPH B. STRASSBURGER

PARIS, March 3—Ralph B. Strassburger, 75, publisher of the *Times-Herald*, Norristown, Pa., died at his home here Feb. 26. He had racing stables in France, where he had lived for many years.

Mr. Strassburger, a descendant of early Pennsylvania Dutch stock, was born in Norristown. He was said to have inherited about $10,000,000 from his father, Jacob A. Strassburger, a lawyer, who was a onetime district attorney of Montgomery County, Pa.

The younger Mr. Strassburger was graduated from the U.S. Naval Academy in 1905 and was on sea duty with the Navy until 1909, when he resigned to join Babcock & Wilcox, manufacturer of naval boilers.

In 1913 President Taft appointed him secretary of the U.S. legation in Rumania. Later he held the same post in Bulgaria and Serbia, then was named second secretary of the Tokyo legation. He retired from the diplomatic service in 1914.

During World War I he served in the Navy. Following the war he bought the *Times-Herald* in 1921 and was active in national and state Republican politics. During the past 20 years he had lived abroad most of the time.

HUGH C. JUDGE

NEW YORK, March 3—Hugh C. Judge, 38, business and production manager for all publications issued by the Institute of Aeronautical Sciences, died Jan. 30, at his home here. Born in New York, he studied art and advertising design and layout at the Art Students League, the New School for Social Sciences, and at special courses given by the Advertising Club of New York. He joined the art department of the institute in 1940. During the war he served overseas in the air force, and returned to the IAS in 1946. Two years later he was named business and production manager of all the organization's publications.

MARY L. MULLIGAN

NEW YORK, March 3—Mary L. Mulligan, 70, retired media executive of Young & Rubicam, died Feb. 28 of coronary thrombosis at Long Island College Hospital. She was one of the pioneer women in the agency field.

Miss Mulligan was born here and started her advertising career with J. Walter Thompson Co. in 1908. In 1920 she joined the Hawley Advertising Agency in an executive capacity. When that agency was discontinued in 1939, Miss Mulligan joined Y&R and was a media buyer there until she retired at the end of 1952.

FRANK J. MAHONEY

DETROIT, March 3—Frank J. Mahoney, 72, founder and publisher of the *Hamtramck Plain Dealer*, which suspended publication in 1952, died here Feb. 26. Since the suspension of his newspaper he had been advertising director of the *Hamtramck Citizen*. He was formerly with the advertising staff of the *Detroit Times*.

BALIHOO—*Bali Brassiere Co., New York, doesn't believe ladies should appear in public in their bras—"It's neither ladylike nor provocative advertising." So in its spring campaign the lady is clad in a giant bow symbolizing the structural bow which is a Bali construction feature. Ad runs in Charm, Glamour, Harper's Bazaar, Mademoiselle, New York Times Magazine, The New Yorker and Vogue, starting in March. Hockaday Associates is the agency.*

Godfrey Berates 'Jerks, Knuckleheads' in Ad Agencies in 'TV Guide' Interview

(Continued from Page 3)

about a product, having tested it himself, if it's something men use.

(Note—This would seem to clear up the iffy status of Kent cigarets on "Person to Person" next fall, when the pipe-and-cigar smoking Mr. Godfrey takes over from the cigaret chain-smoking Edward R. Murrow. Lorillard hasn't said so yet, but the cigaret maker is not expected to sponsor a man who has indicated publicly many times that cigaret smoking now makes him feel "lousy.")

■ Mr. Godfrey's memories of Lipton are less fond. "They quit me after—how long was it, 10 or 11 years?" he complained. "And d'you know why? They made surveys that they said proved I had sold everybody I was ever going to sell on tea. And they claimed they found that all my audience were older people who were dying out.

"That's for the birds. I think other surveys have shown that my audience is mostly younger people.

"And after they dropped me, they bought commercial spots around my show so that people who didn't know any better would think they were still sponsoring me. That's what I call a dirty trick. I'm pleased to say they've finally withdrawn those spots."

■ As for Toni, which is slated to quit as an alternate sponsor on the redhead's Tuesday night show as of April, Mr. G. had this to say:

"The Toni Co. was one of my sponsors. These advertising people wanted me to mention six of their products on a single half-hour show. I think this just confuses the public with too many things to remember.

"But who am I to argue with these Madison Ave. boys?"

Mr. Godfrey thinks tv's ban against hard liquor advertising is a narrow minded mistake. "If they did it right, the liquor companies could do a real job on tv to educate the young people to moderation," he told *TV Guide*. ±

Chicago Publicity Club Sets Award Program

The Publicity Club of Chicago will sponsor an award program, planned as an annual affair, to recognize outstanding performance by an individual in the field of publicity. Entries have been invited for the 1958 awards which will be presented at a dinner June 12 in the Conrad Hilton Hotel, Chicago. Three awards will be made for the most outstanding publicity performance during 1958 in the following categories: Business and industrial, public service and agency. All persons employed in publicity are eligible. A 10-man panel of judges, including representatives of Chicago daily newspapers, press associations, radio-tv, magazines and business, will select the winner.

Entries should be submitted by April 1 to Publicity Club of Chicago, c/o Catherine Serwe, executive secretary, 35 E. Wacker Drive, Chicago.

HEADACHES?

Forget them when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Plastic Plates • R.O.P. Mats

160 East Illinois Street, Chicago 11 • DElaware 7-1541

WANT TO SELL PICKLES IN DILLTOWN, (PA.)?

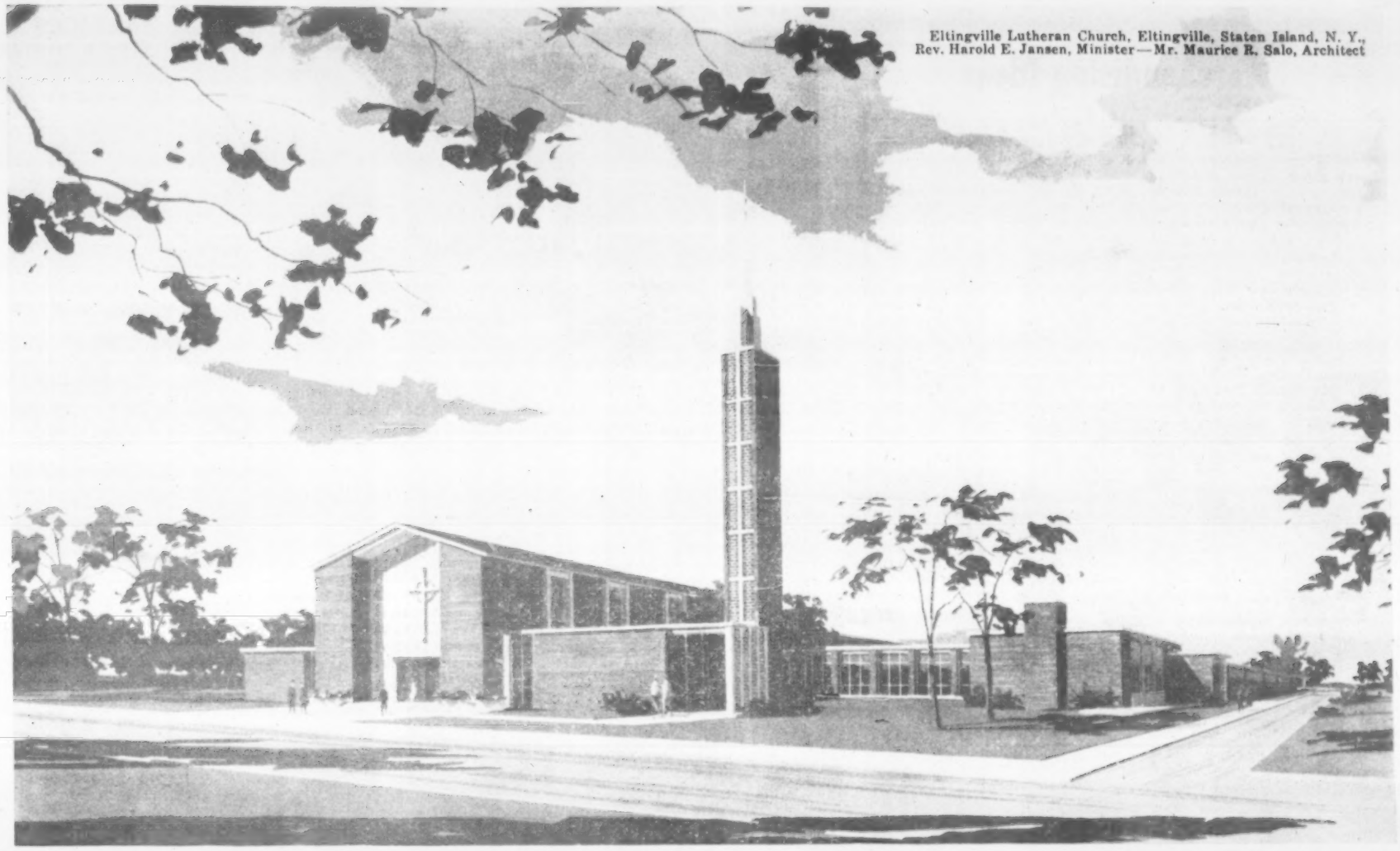
Your sales will never go sour in Dilltown, or in any of the towns in the four-county Johnstown, Pa., market, if you're a regular advertiser in the Tribune-Democrat. Get your share of this $350,000,000 market, where more advertisers each year are getting big results by using the Tribune-Democrat.

Write Today for Johnstown's PERSONALITY PACK

filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat

JOHNSTOWN, PA.



Eltingville Lutheran Church, Eltingville, Staten Island, N. Y.,
Rev. Harold E. Jansen, Minister—Mr. Maurice R. Salo, Architect

If you sell a product that is used in the 2 billion dollar church buildings market, this new magazine can make sales for you!

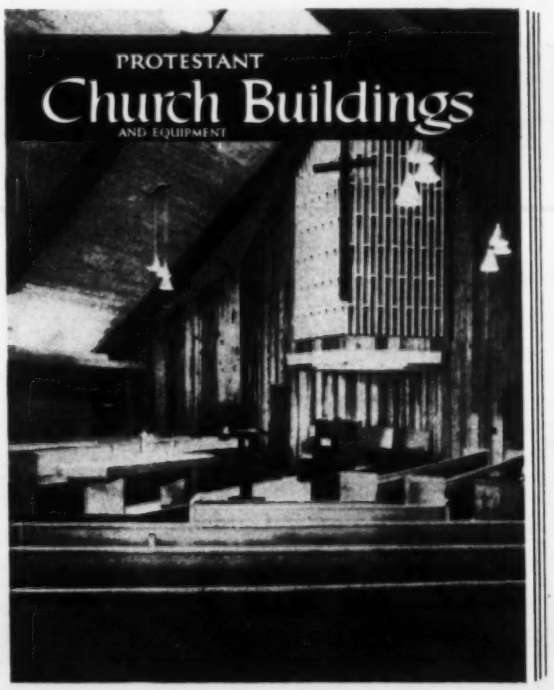
Protestant CHURCH BUILDINGS will be published in May, September, November and February. With a controlled (BPA) circulation guarantee of 200,000, it will be mailed to:

196,000 ministers
4,822 church architects
719 directors of Christian education
472 Audio visual dealers
2,708 Presidents and business managers of Protestant schools, colleges and institutions and students

204,721 (BPA—Dec. '58)

To Reach Church Lay Leaders, Add CHRISTIAN HERALD

Companion publication to Protestant CHURCH BUILDINGS is CHRISTIAN HERALD . . . 81-year old interdenominational, monthly family magazine . . . with 431,000 (ABC) circulation. Used in tandem, these two magazines provide coverage of both professional and lay leaders. And the combination rates are advantageously low.



Protestant CHURCH BUILDINGS fills an important need:

In May, the Christian Herald Association will publish the first quarterly issue of Protestant CHURCH BUILDINGS, a vertical professional magazine edited for ministers, architects, and business interests concerned with the design, construction, equipment and maintenance of churches and church-related buildings.

This new publication takes the place of the five-year-old Protestant Church Administration and Equipment which had been published as a section of Christian Herald and which was mailed separately to ministers, architects, and professional laymen. Now the new Protestant CHURCH BUILDINGS will be published independently with far broader editorial coverage of this fast-growing market. Similarly, advertising space is now available separately in the new Protestant CHURCH BUILDINGS. The black-and-white page rate is $1,840.

The reason for this change in editorial policy is to serve better the ministers and professional laymen who, in the Protestant market, are as important as the architect in deciding on design, materials and equipment. And of particular significance to you, the Protestant segment of the church buildings market accounts for considerably better than half of the total volume of construction.

Closing date for May issue: March 20th

SALES PROMOTION: Advertisers in Protestant CHURCH BUILDINGS automatically receive 200-300 live leads every month on churches and church buildings in the *planning stage*. Information cards include name of the minister and building committee chairman, anticipated expenditure, type of building, and name of architect where appointed. Advertisers also benefit greatly from the free inclusion of their printed AIA information folders in a Church Buildings Kit sent without charge to every minister requesting it. For additional information on merchandising, rates and research material, please contact:

PROTESTANT
Church Buildings
AND EQUIPMENT •

NEW YORK:
27 East 39th Street
MUrray Hill 6-0712

CHICAGO:
35 East Wacker Drive
CEntral 6-4176

Merchandising Ideas

By George—Cherry Time

• George Washington's birthday was chosen as a timely peg for a unique kickoff of a sales campaign by Stokely-Van Camp. Hot cherry pies and a telegram were delivered simultaneously by Western Union messengers to 103 Stokely-Van Camp brokers and their salesmen Jan. 9. The device was used to focus attention on the top selling period for cherries—George Washington's birthday—and Stokely's promotion theme, "By George, it is cherry pie time." Preceded by a buildup calculated to heighten the interest of the salesmen, a letter from Jim Noonan, Stokely vp in charge of sales, was first sent each broker.

The letter announced a sales meeting to be held Jan. 9 between 11 a.m. and noon and also advised that all props for the meeting including a "special surprise package" would be provided. A follow-up mailing contained a salesman's kit and "how-to" letter, both marked, "Open only between 11 a.m. and noon, Jan. 9." Finally, a Western Union messenger appeared about 11 a.m., Jan. 9, with a cherry pie and a telegram from Mr. Noonan, telling the broker to unwrap the previously received materials. While the salesmen enjoyed pieces of pie, the sales program promoting R.S.P. (Red Sour Pitted) cherries was presented. Mr. Noonan reports that he has received numerous telegrams from food brokers congratulating Stokely on the sales program.

• Cherry pies also were used by the National Red Cherry Institute as invitations to the press and other guests to attend the 27th annual National Cherry Pie Baking Contest Thursday, Feb. 19 in the Sheraton Hotel, Chicago.

PIE-O-GRAM—*A Western Union messenger delivers a telegram and a cherry pie to a Stokely-Van Camp broker at his office, where salesmen were briefed on Stokely-Van Camp sales materials and at the same time enjoyed a piece of hot cherry pie made with Stokely's cherries.*

Record Gives Sales Talk

• Supreme Liberty Life Insurance Co., Chicago, is sending its 300 agents a 10" 78 rpm recording of a sales pep talk by the man the company sales department finds is its most effective spokesman—the company president, Earl B. Dickerson. The company believes this is the first such use of a recording in the insurance field. The recorded talk, sent to the agents' homes, emphasizes the major selling points of the company's new hospitalization insurance policy. Accompanying the recording is a packet of promotional material for distribution to prospects.

MBS Studios, Chicago, made 350 copies of the record for a total cost of $250. The company spends about $40,000 a year in advertising, all of it in Negro newspapers and magazines to reach the company's primary market. Ideas, Words & Pictures, Evanston, Ill., is the agency.

Agency Send Action Memos

• Creamer-Trowbridge Co., Providence agency, reports it has helped solve the "age old" problem of client-agency communications with an "action memo." Creamer-Trowbridge now supplies its clients with padded buck slips and self-addressed envelopes which are distributed to key people and their secretaries in the company. The 4x4" slip, printed in red, asks that the agency review or take action on the attached report, correspondence or "what's going on" material from the client.

New 'Fraternity' Sells Product

• To introduce a new regulator, Pole Star regulator, through direct mail, the Pennsylvania transformer division of McGraw-Edison Co. made use of a fraternity-style ceramic mug produced by Contemporary Ceramics, Chatham, N. J. McGraw-Edison established a "fraternity," Pi Sigma Rho, "National Honorary Fraternity of Distinguished Fellows Devoted to the Art & Science of Better Electrical Living." The company then sent three mailings: The first informed the recipient that he was proposed for membership; the second congratulated him for being tapped; the third was a folder detailing his initiation and fully describing the regulator. The emblematic memento of membership—the drinking mug—then was sent to complete the direct mail promotion.

NEW FRATERNITY—*The Pennsylvania transformer division of McGraw-Edison Co. used this fraternity-style ceramic mug as a promotion piece to introduce a new regulator.*

MOTIVATION PLAN—*Earl B. Dickerson (left), president of Supreme Liberty Life Insurance Co., discusses recorded "sales pitch" and illustrations used in Hospital Policy Motivation Plan with John F. Morning, director of agents.*

Standard Gives Driving Tips

• A new booklet of safe-driving tips for teenagers, produced and distributed as a public service by Standard Oil Co. (Indiana) and its marketing affiliates, American Oil Co. and Utah Oil Refining Co., has been cited by the National Safety Council as "one of the most important contributions to safety ever made." The booklet contains safe-driving tips from professional drivers like state patrolmen, test track drivers and truckers. Written by the National Safety Council, the booklet is available without charge from Standard Oil dealers in the Midwest, Amoco dealers in the East and South and Utoco dealers in the West.

PRODUCT SAMPLE—*Minnesota Mining & Mfg. Co. used four actual samples of Scotch produce tape in this two-page single sheet insert which appears in March issues of Food Merchandiser and other grocery trade publications.*

GPU Mails Road Maps

• Spearheading the 1959 industrial development drive of General Public Utilities Corp. is a road map mailing piece especially adapted to merchandise the company's Site-Service division by Goold & Tierney, the company's agency. The maps are being mailed to leading executives in all phases of American industry. The Site-Service program is designed to interest industries in locating in the GPU service area.

The four-color maps are adapted from standard folding road maps of New Jersey and Pennsylvania such as are given out at gasoline service stations. Areas the company services are indicated by outlined tints. Marginal space is used to give population and mileage data and to sell the areas' industrial potential. The maps are being mailed in a special sleeve bearing a message from William J. Jamieson, head of the Site-Service division, with a small compass attached to "help you steer straight to the right plant location." #

Doyle Dane Bernbach Names 3

Doyle Dane Bernbach Inc., New York, has appointed Charles M. White, formerly manager of the Washington office of Kenyon & Eckhardt, an account executive. Doyle Dane also has named Mrs. Rita Wagner Selden, previously a copywriter with Ellington & Co. and Ogilvy, Benson & Mather, to its copy staff and Ernest Hartman, formerly with Fenner & Newell, a radio-tv producer.

GENERAL MOTORS assigns the biggest share of its total network radio business (91% in 1958) to CBS Radio. For more power on the road! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

If you want to sell more **appliances,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. If you want to make a sale there's nothing so powerful as an idea. And it's impossible to go through any issue of BH&G without finding scores of ideas that sell appliances. One out of every four BH&G readers lives where a small appliance was bought during a single year—43% above the non-reader average!

During the year 1/3 of America reads Better Homes and Gardens *. . . the family idea magazine*

PRINTING BUYERS

FACTS—about roll-fed offset printing

- **Paper in rolls costs less**
- **Prints 4 times as fast**
- **Prints 2 sides in one operation**
- **Prints and folds on press**
- **Two colors at single-color prices**

CATALOGS—CIRCULARS, etc.

DANNER PRESS, INC.

Akron, Ohio
FRanklin 6-6175

'Chain Store' Hits Weiss 'Error'; Spell Name Right: Weiss

NEW YORK, March 3—Merchandising authority E. B. Weiss is the target of a critical editorial in the March issue of *Chain Store Age* Grocery Editions.

The magazine takes Mr. Weiss to task for a column of his, published in ADVERTISING AGE. Mr. Weiss is merchandising director of Doyle Dane Bernbach Inc. and an ADVERTISING AGE columnist.

Appearing over Editor Lawrence Drake's signature, the editorial says, "We don't like to keep blowing the whistle on statistical errors. After all, we publish a lot of figures and are painfully aware that mistakes will happen. But when a man keeps making mistakes in the same direction, and it all adds up to an all-out attack on the supermarket, it seems a good time to introduce a few facts.

"In the Feb. 2 issue of ADVERTISING AGE, E. B. Weiss culminates a long series of such attacks with a half-page editorial under the title, 'One-Stop Store Units Come a Cropper.'

■ "Allegedly basing his opinions on facts from a Super Market Institute release, he comes up with the following passages: 'Those same figures showed a drop of *almost* 28% (the italics are his) in square foot sales in 1958 store units as compared with units opened in 1957. That square foot sales drop is one of the greatest ever recorded in mass retailing, and it is even worse than appears on the surface.'

"The release from which this was supposed to have been taken plainly states in the first sentence of the section, 'Average sales per square foot of selling area amount to $2.63 per week, compared to $2.93 last year.'

■ "Admitting Mr. Weiss' demonstrated ability (and privilege) of creating a maximum of controversial conclusions from a minimum of fact, we believe that his starting facts should be checked before he attempts to cast grave doubts on the future of an important merchandising field. And we just can't arrive at his 28%.

"There is more reason to believe that the sample of 152 stores is not representative of the entire field than there is to believe that it is representative. Very few qualified observers would agree with his conclusions in any event. But this is the privilege of the speculative writer. All we ask is that he at least start out with facts."

■ Mr. Weiss' only comment on the above editorial was to point out that in its February issue *Chain Store Age* misspells his name. #

Schenley Industries Boosts Stricker, Balterman

Sidney G. Stricker Jr. has been named director of advertising and George Balterman has been named associate advertising director and advertising manager of Schenley Industries, New York. Mr. Stricker formerly was president of Schenley's I. W. Harper-Ancient Age Distillers Co.; Mr. Balterman formerly was assistant coordinator of Schenley's advertising budget. Seymour D. Hess, vp of Schenley and coordinator of the advertising budget, is on ar extended leave of absence.

These new appointments are part of the reorganization still under way at Schenley (AA, Jan. 19).

Adds G. Roger Sefershayan

Sudler & Hennessey, New York, has appointed G. Roger Sefershayan marketing director. He was formerly with Taylor, Harkin & Lea.

API Promotes Hanus

William Hanus, who has been assistant manager of sales and service for ADVERTISING AGE and *Industrial Marketing*, Chicago, has been promoted by Advertising Publications Inc. to manager of sales and service of *Advertising Requirements*, effective March 2. His successor with *AA* and *IM* is Mac Austin, for several years on the staff of Industrial Publications Inc.

WXIX to Close March 31

WXIX, Milwaukee, uhf tv station owned by Columbia Broadcasting System, will be closed March 31, and CBS will send its programs into the Milwaukee area via WITI-TV, a vhf outlet owned by Storer Broadcasting Co. CBS' other uhf station, WHCT, Hartford, Conn., was blacked out last fall, but the network later sold the station, which is now being operated as an independent.

Store Message Device Developed by Alto Fonic

Alto Fonic Corp., Palo Alto, Cal., has developed an electronic sound device that will automatically broadcast sales or other messages at fixed intervals over a background music system. Alto Fonic said the device would be helpful in retail stores, where it could be used to direct customers or play up special sales.

VIDEOTAPE™

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

AMERICAN AVIATION PUBLICATIONS

ANNOUNCES

airlift

the magazine of world air transportation

Beginning in April, AMERICAN AVIATION Magazine becomes ***airlift***—the monthly magazine serving the world air transportation market. This is not only a change in title but an updating of editorial concept brought about by the evolution within the air age itself. ***airlift*** is edited for the worldwide commercial, military and corporate Air Transportation Industry. Feature articles are designed to interpret trends and developments. They highlight new products and equipment, operations, maintenance, communications, and engineering. ***airlift*** offers editorial coverage of *all* phases of the market concerned with transportation of people and goods by air.

Airlift—a Multi-Billion Dollar Market. With 25,000 circulation, ***airlift*** reaches men in management, engineering, operations, maintenance, overhaul and purchasing, in *all* segments of the Air Transportation market. This includes both domestic and international air carriers, supplemental and all-cargo carriers, military transport and logistics, airways and navigational facilities. Also business aircraft, terminal airports, helicopters and fixed base operators.

Airlift—Another "Market of the Future". ***airlift*** is a specialized magazine for a specialized market—world air transportation. It is not concerned with combat aircraft and weapons systems. Military interests aside from airlift are served by MISSILES AND ROCKETS, and ARMED FORCES MANAGEMENT—other American Aviation Publications serving "markets of the future" Sell the world air transportation market in ***airlift*** No other magazine serves this market directly.

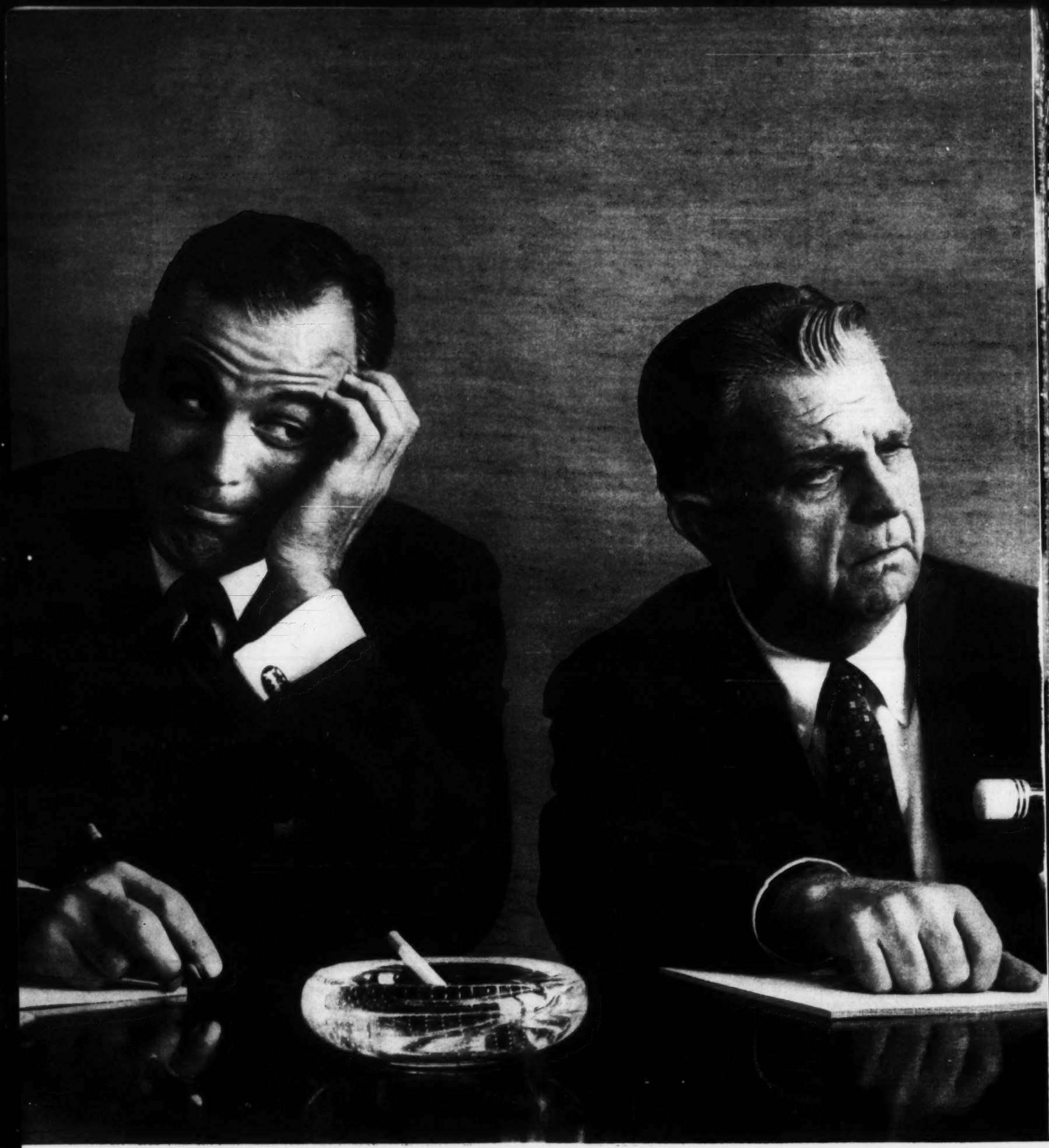
air'lift, v.t. to transport by air

airlift

American Aviation Magazine Since 1937

AMERICAN AVIATION PUBLICATIONS, INC.
1001 VERMONT AVE., N.W. • WASHINGTON 5, D.C.

World's Largest Aviation Publishers

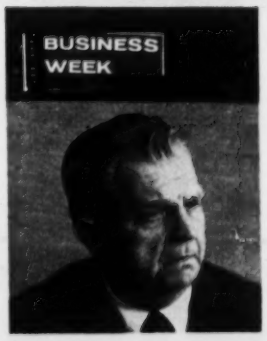


IT PAYS TO CALL IN A BUSINESS SUIT

WHEN YOU CALL ON A BUSINESSMAN

MARC GOMBE

When you're selling management – in a board room or in a magazine – the approach is all-important. Avoid "relaxation" media . . . buy your advertising a business suit . . . well-wearing, smartly tailored Business Week. Best-read in its field, because businessmen want business news – and there's more of it in Business Week than any other magazine. Result: new "25-Company Study" of the reading habits of 28,679 customers of 25 major companies shows Business Week gives you more management readers per advertising dollar than any publication in its field. Get your copy today . . . *A McGraw-Hill Magazine.*



BEST-READ AT LOWEST COST

Improving Managerial Skill, Research Are Added to NIAA Aims in Revamp Unit's Plan

NEW YORK, March 3—Plans for giving National Industrial Advertisers Assn. wider scope, in accordance with the wishes of members (AA, Dec. 22), are still being worked out.

Willis T. Jensen, vp of Rumrill Co., Rochester, N.Y., chairman of NIAA's organization and development committee, has asked NIAA chapters to consider a series of suggestions before the national convention in June at San Francisco.

In a memorandum to the organization's chapters, Mr. Jensen stresses that he is merely suggesting, not recommending, the following points for consideration:

- To "evaluate the various services NIAA might provide for its members and for companies they represent."
- To "get general agreement on the relative importance and practicability of these services, in terms of both immediate and long-range benefits."
- To "furnish the directors and officers with a general plan for providing desired programs and needed activities, including recommendations as to where (chapter, national headquarters, or both) each part of the plan can best be carried out."
- To "make adequate provision for improved organization, communication, and financing, so that the desired programs and activities can be conducted in a way that will unmistakably reflect credit on an important organization."

■ Following a poll among members late last year, Mr. Jensen noted, members expressed interest in two objectives which do not appear in the NIAA constitution—improving (1) managerial ability and (2) research.

For discussion purposes, Mr. Jensen has proposed the following statement of objectives for the association:

"To provide an effective organization for those engaged in industrial advertising and other marketing functions.

"To provide research facilities related to industrial advertising and marketing.

"To improve industrial advertising and other marketing techniques and their skillful use.

"To provide opportunities for members to improve their managerial skills.

"To stimulate interest in and promote a better understanding of industrial advertising and other marketing functions.

"To encourage programs aimed at training personnel for industrial advertising and related marketing functions.

"To cooperate with other groups toward a better understanding of industrial advertising and marketing.

"To promote the highest ethical and professional standards among its members."

■ On the question of active and associate memberships in NIAA, it was suggested for discussion purposes that present associate members be retained, with the ultimate aim of the association being to establish a ratio of 60% active members and 40% associate members within a two-year period following the possible adoption of such a policy.

■ The survey last year showed that many members think the national office should serve the chapters by helping with their programs, and likewise assist in arranging regional meetings among several chapters within easy driving range.

On this, the committee suggested one-day meetings in at least six different cities, with control and operation by local chapter members.

■ In suggesting ways to finance an expanded program of services, the committee said:

- NIAA's dues structure "should have a base of company membership, with a range from $100 to $1,000.
- "A sliding scale of dues for advertiser and agency companies is sound and equitable. Comparable dues schedules could be established for associate members, either on sliding scales or at flat rates.
- "That it would be better for both chapters and NIAA to have dues paid nationally, with rebates to the chapters."

■ The current plan for gradual reorganization of NIAA stems from the members' rejection last June of a proposal to change the association into an International Society for Industrial Marketing. Mr. Jensen at that time was named to head a "follow-through" committee to salvage some of the ideas in the ISIM proposal.

A survey of NIAA members was made last year. It indicated that a majority of members favored widening the scope of the association. The current "suggestions" are being offered to the members in expectation that a start on reorganization will be undertaken at the June convention. ≡

AB-PT Buys Interest in News Ltd. of Australia

American Broadcasting-Paramount Theaters Inc. has bought a minority interest in News Ltd. of Australia, principal owner of NWS, Adelaide tv station, which is scheduled to go on the air later this year. The Australian company also is a publisher of newspapers and magazines.

Cash in on the "Forgotten Forty" . . .

OVER 40%*

of Department and Junior Department Store Sales Volume is in Towns With Less Than 100,000 Population.

Let Mr. M.T.J.

capture this market for you . . . give you FULL market coverage!

MTJ is THE department store magazine—over 15,000 important buying influences in all well rated department stores across the country including all buying authority in the important under 100,000 population market.

Merchandising and administrative executives look to the Journal for "How-to-Sell" editorial articles . . . 90% of which are case-history reports.

Take advantage of the editorial line-up in the months to come by coordinating your advertising with the editorial content . . .

APRIL—Father's Day, Graduation, Summer Events.

MAY—Winding up Summer and Preparing for Fall.

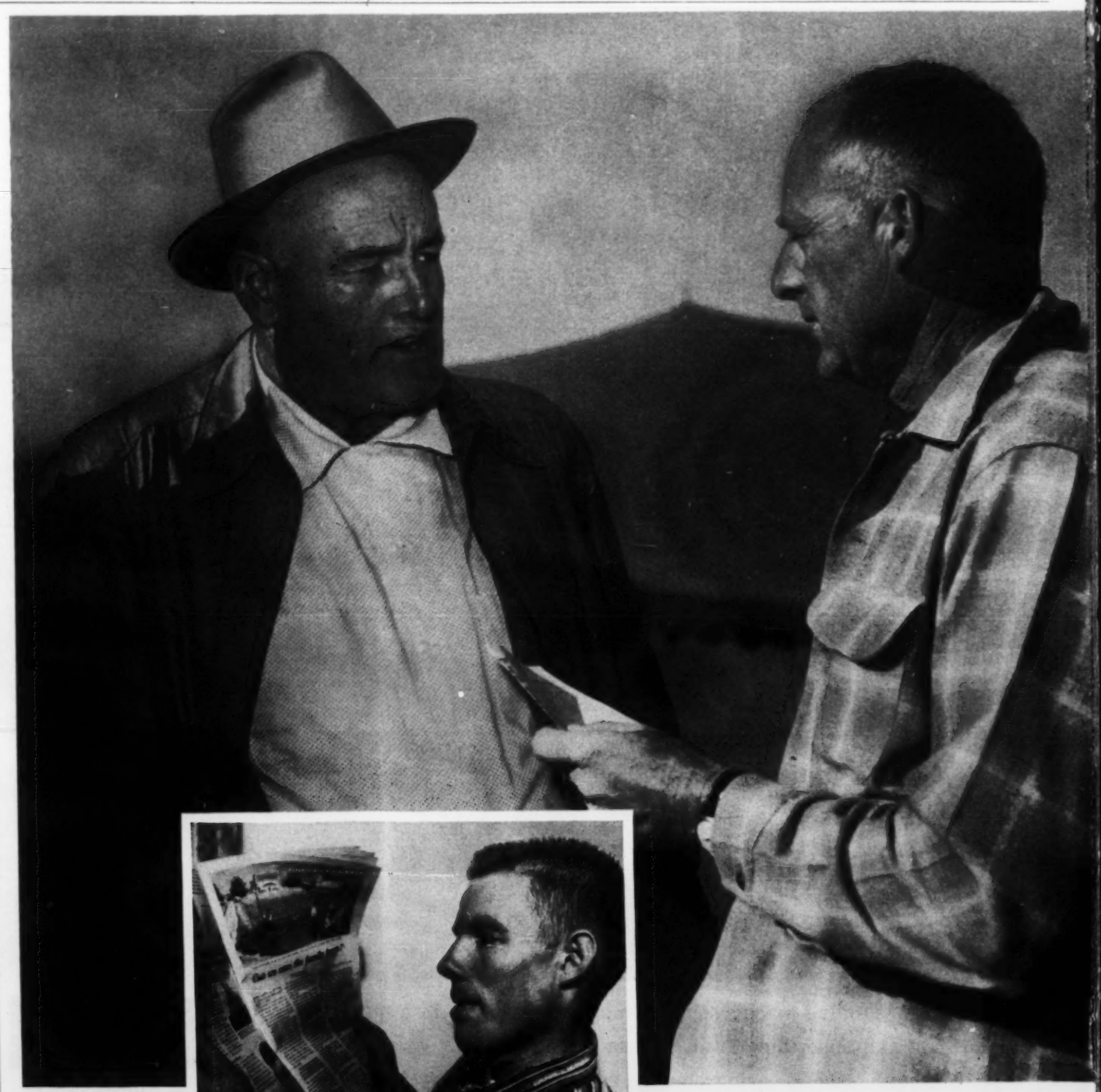
MTJ is THE department store magazine—make sure it's on your schedule.

*Dep't of Commerce, Bureau of Census

merchants trade journal

1912 Grand Ave. Des Moines, Iowa

183 Madison Ave. New York, N.Y.



Local editing creates an editorial frame of believability in State and Local Farm Papers which carries over to add sales punch to your advertising.

Infovision Demonstrates Hotel Room TV Set Medium

Infovision, which heralds itself as a new ad medium, is making its debut on a demonstration basis at the Sheraton Hotel, Chicago, where, on an inactive channel setting on the hotel's 500 room tv sets, dummy commercial slides (with sound) are being shown to hotel guests. The closed circuit setup is planned for the showing of a cycle of 48 30-second commercials, including a house allocation which serves to recompense the hotel. The bellboy who ushers the guest to his room routinely turns on the tv set to the Infovision dial setting.

Advertisers are offered 50 showings per day of their respective slides for $20 a week on a 13-week basis or $18 on a 52-week basis. As the system is expanded, as proposed, to other hotels, a higher rate will hold for larger establishments and a "national" rate, covering three or more hotels, will be offered. The service is commissionable. Infovision Inc. is at 225 W. 57th St., in New York, and 360 N. Michigan Ave., in Chicago.

MONEY-STRETCHER—*With an annual ad budget of less than $5,000, Rich Steel Co., Los Angeles steel jobber and warehouse, is making use of catchy but small-space (1½" x 1 col.) ads on the Saturday financial page of the Los Angeles Times and weekly in the Pacific Coast edition of the Wall Street Journal. Lansdale Co., Los Angeles, is the agency.*

EWRR Holds Some Campana

In the rundown on Erwin Wasey, Ruthrauff & Ryan published in the agency billings issue, Feb. 23, AA listed EWRR as losing Campana Sales Co. in 1958. Actually, the agency lost Campana's Italian Balm "due to a conflict when we acquired the Lanolin Plus" business. EWRR continues on Campana's Ayds and Pursettes.

IAA Membership Hits New High

Issuing its new membership list, the International Advertising Assn. reports that it now has 1,162 members throughout the world—an increase of 80% in the past three years. The membership includes 552 in the U.S., 305 in Europe, 214 in Latin America, 65 in the Far East and 26 in the Middle East.

Reynolds Joins Frank Block

Donald D. Reynolds, formerly staff assistant in the executive department of Southwestern Bell Telephone Co., has joined Frank Block Associates, St. Louis, as field research representative.

Incasa Names Sturges

Incasa Inc., San Francisco, recently granted exclusive distribution rights for Incasa instant coffee from Guatemala, has appointed Sturges & Associates, San Carlos, to handle its advertising.

Lawton Opens Agency

Donald M. Lawton, vp and director of Botsford, Constantine & Gardner, Portland, Ore., will resign April 1 to establish his own agency. He has been with Botsford nine years.

Beverage Battle Brews as Coffee Hits 'Slurs' by Tea, Pop

NEW YORK, March 3—Coffee sees itself the target of a teabag and pop bottle fusillade—and there may be a tempest brewing.

William Black, head of Chock Full O'Nuts, is sore at the Tea Council for using tv commercials showing "a haggard person" about to pour himself a cup of coffee. Then, his "inner self appears, proclaiming that coffee is not good for the individual. Nerves. Indigestion. Sleepless nights."

Mr. Black warned the Tea Council to cut it out "before the coffee industry starts to 'pour it on' tea."

■ Meanwhile, *Tea & Coffee Trade Journal*, a business publication, carries an editorial in its current issue which takes out after soft drink bottlers for suggesting that radio station announcers mention "soft drink break" instead of "coffee break."

Tea & Coffee says Frank E. Snell Jr., president of Associated Bottlers of Carbonated Beverages and general manager of the Florida Coca-Cola Bottling Co., made such a request of four stations in Jacksonville. The stations, added the editorial, agreed to comply with the request.

Such developments call for "direct local action," the journal said. #

Wells Joins L.A. Agency

Jackson O. Wells, formerly in advertising, pr and sales promotion work with Pomona Tile Mfg. Co., Gladding, McBean & Co. and Rocklite Products Co., has joined Boylhart, Lovett & Dean, Los Angeles, as an account executive.

Frame your ads in believability with STATE and LOCAL FARM PAPERS

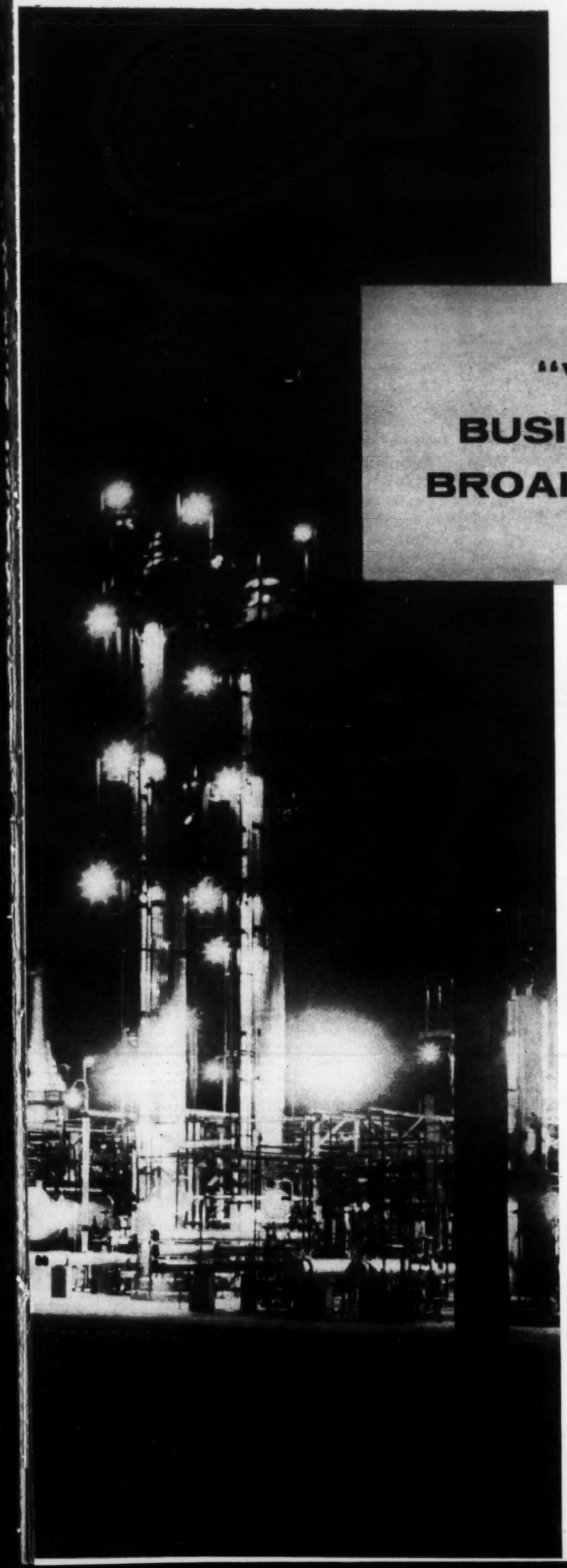
Spark powerful sales action with reader confidence, acceptance

When you put your ads in a frame of believability, you can reap fast sales action in return. Because your ad must be believed before a prospect will act, State and Local Farm Papers are your best media bet.

Local editing has created this editorial frame of believability for you. Four hundred editors make 100,000 calls and travel two million miles a year to produce pictures and articles from the local point of view. Without doubt, this attention to local detail can be made to pay off for you. Readership on ads, for instance, has hit 89%. Editorial matter readership often goes even higher.

Surveys supply further proof. Time after time, they reveal that State and Local Farm Papers rank first in farmer loyalty, confidence, readership, acceptance, and trust. This is a measure of believability.

Give your ads every opportunity to spark fast, powerful sales action. Put them in a frame of believability . . . in State and Local Farm Papers.



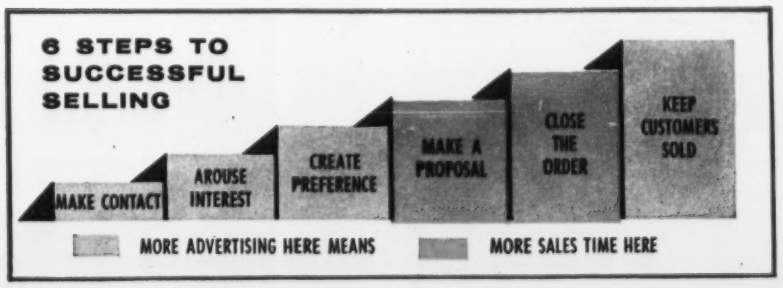
"WE ADVERTISE IN BUSINESS MAGAZINES TO BROADEN OUR REPUTATION"

"Business magazines provide the audience we believe it important to reach," states David W. Harris, Board Chairman of Universal Oil Products Company. "With an established reputation in the petroleum refining field, it is essential to our long-range planning to increase the recognition of our services and products in industry and finance. Our advertising program in business magazines is helping us accomplish this objective."

IF WHAT YOU MAKE OR SELL is bought by business and industry, you can "mechanize" your selling by *concentrating* your advertising in one or more of the McGraw-Hill magazines serving your markets. "Mechanized selling" helps create acceptance and preference for your products and services . . . gives your salesmen more time for making specific proposals and closing orders.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.



Public Power Group Seeks Tightening of Private Power Law

WASHINGTON, March 3—The controversy over anti-public power ads of the privately-owned electric utilities flared up on a new front last week as the American Public Power Assn. urged Congress to investigate the effectiveness of the Holding Company Act of 1935 "in dealing with monopoly abuses in the electric power field."

The letter, signed by the association's general manager, Alex Radin, circulated copies of recent ads used by the private utilities, and complained that some of the statements made in the campaign are "reminiscent of the propaganda campaigns which were exposed in the utility investigations by Congress and the Federal Trade Commission a quarter of a century ago."

■ Meanwhile, the electric companies were before the Federal Power Commission last week in an effort to reverse an examiner's decision which bars most of the evidence they want to offer in an investigation which will determine the status of contributions toward the industry's institutional advertising campaign for rate-making purposes.

Under an FPC order issued last fall, ads discussing the public versus private power issue are barred from the list of business expenses which are admissible for rate-making. Utilities contend that procedural rules at a Federal Power Commission hearing in January prevent them from submitting proof which is necessary to upset the order.

In their appeal to the power commission the utilities take the position that the ads are a legitimate business expense because they generate good will with employes, customers, and members of the financial community. In addition, they say the campaign is necessary to check the growth of a dangerous competitor—the government.

■ The letter of the American Public Power Assn. to members of Congress said, "While we do not question the right of private power companies to express opinions and oppose public power programs, we cannot believe this freedom offers any license for a mass conspiracy by monopoly to brainwash the American people on the facts about an essential service."

The letter said the reference to "lobbyists and pressure groups" promoting public power is an insult to such groups as APPA, which represents about 1,000 publicly-owned utilities, and to millions of citizens who support the program.

■ "No less insulting is the implication that the Congress authorizes such programs at the insistence of lobbyists and pressure groups," the letter argued. "It said the fruits of the federal water resources program are a tribute to the wisdom and foresight of many members of Congress. To suggest that great Americans of the past and present —Norris, McNary, Rayburn and Hill, for example—fought for maximum comprehensive beneficial development of water resources because of the urging of lobbyist and pressure groups not only taxes credulity but represents the grossest sort of slander," the letter said. =

ANSWER AMERICA
ANSWERS YOUR TELEPHONE 24 HOURS EVERY DAY
Offices everywhere — Act as branch offices — Receive Mail — Accept phone orders — For information look for ANSWER AMERICA in the WHITE SECTION of your telephone directory or call information or write
ANSWER AMERICA, INC.
55 East Washington St., Chicago 2, Ill. RA. 6-2339
REGIONAL OFFICES: Baltimore, PL. 2-3000; Long Beach, HE. 6-2251; Montreal, UN. 6-6921; San Francisco, DO. 2-6500; Minneapolis, MI. 5-5551; Mexico City, 13-70-29.

Doner Kormann Voisin Rosen

DETROIT VISITORS—*U. S. advertising techniques were the topic for discussion when a group of 15 European business consultants visited the headquarters of W. B. Doner & Co., Detroit. W. B. Doner, president, and Charles Rosen, vp, explain agency setup to Helmut G. Kormann, director of a West German textile purchasing corporation, and Georges E. Voisin, chief of the home trade section of the chamber of commerce at Lyon, France.*

KIT Files Damage Suit Against Pulse Inc.

Kit Inc., Yakima, Wash., operator of KIT, Yakima radio station has filed a $15,000 damage suit against Pulse Inc., New York, which charges that a Pulse survey conducted last fall was inaccurate in the comparative standings of KIT and competitive stations KIT asks $10,000 damages to its business reputation and an additional $5,000 "by reason of the loss of business patronage as a direct result" of publication of the Pulse survey.

General Insurance Plans First National Consumer Push

General Insurance Companies, Seattle, will use consumer magazines and network radio in its first national consumer campaign this year. The "$1,000,000 plus" effort will support Safeco auto insurance, General all-in-one homeowners' policies and commercial insurance. Cole & Weber, Seattle, handles the account.

Morelock Joins Runkle

Vernon Morelock has joined Lowe Runkle Co., Oklahoma City, as vp and account executive. He formerly was vp of Winius-Brandon Co., St. Louis.

Leave Subconscious Alone, Miss Atkinson Warns Admen

MONTREAL, March 3—Advertisers should stop trying to invade the privacy of the subconscious and thus prevent an age of abundance from becoming an age of waste, Isabelle Atkinson, president of the Canadian Assn. of Consumers, said last week at a joint conference on advertising held in Montreal.

The conference was sponsored by the Advertising & Sales Executive Club, Le Publicite Club de Montreal, the Canadian Assn. of Advertising Agencies, the Assn. of Canadian Advertisers, the Industrial Advertisers Assn. of Montreal and the Montreal chapter of the American Marketing Assn.

Miss Atkinson, an outspoken critic on behalf of the Canadian housewife and a nationally known foe of trading stamps, said that good advertising will win the confidence of the consumer while bad advertising, which exaggerates the quality of merchandise, will lose it.

Miss Atkinson claimed producers and distributors appear to have little regard for the well being and satisfaction of the consumer. In their economic research, she said, 90% of attention is focussed on production and distribution, which leaves very little time to look for what the customer really wants.

■ She said types of advertising which she found distasteful were those based on hypnotic suggestion and motivational research and those aimed at children, designed to undermine parental sales resistance.

A similar view was advanced by Prof. Raymond Breton of the University of Montreal, who contended that people have less faith in advertising because of constant use of superlatives and spectacular exaggeration.

■ The once active vendetta between advertisers and editorial executives has virtually ended and should be replaced by closer collaboration between the two groups, Ralph C. Allen, editor of *Maclean's Magazine*, said.

Mr. Allen's address highlighted a number of emphatic bids by speakers at the conference for closer mutual consideration of each other's interests between the various groups concerned with advertising.

■ Vincent M. Paquette of Young & Rubicam Ltd. said even the bitterest critics of advertising admit it is an essential factor as a contribution to the standards of living.

Ivor Crimp, vp of Dominion Stores Ltd., urged produce advertisers to keep abreast of trends in the expanding highly competitive field of supermarket food retailing and the essential link between mass production and volume consumption. =

Garfield-Linn Boosts Two

Betty Abt, for the past year assistant media director of Garfield-Linn & Co., Chicago, has been appointed media director, succeeding Herbert Shayman, who has left the agency. Mary Ellen Kevlin, who has been with the agency for a year, has been named to the new post of supervisor of facilities and personnel.

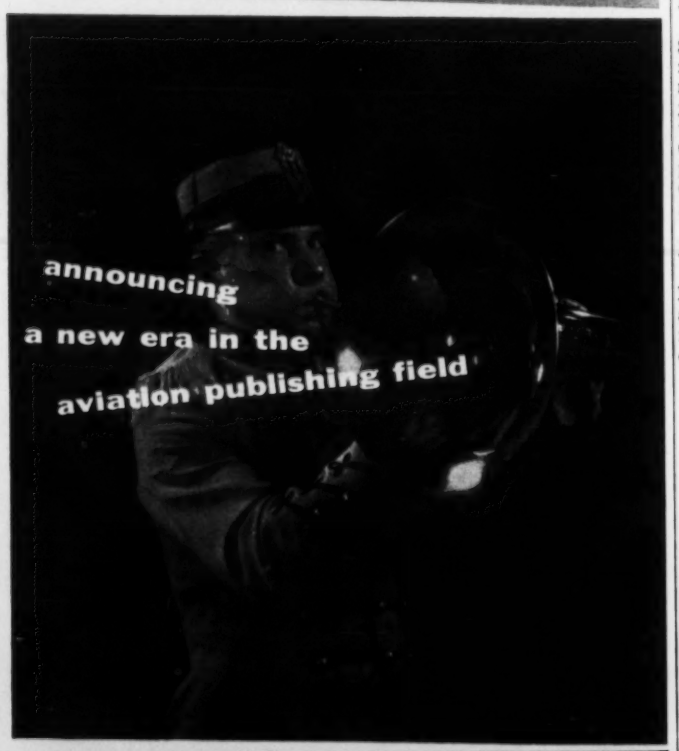
Ciba Promotes Two

John S. Marmaras, formerly design coordinator, has been appointed advertising design director of Ciba Pharmaceutical Products, Summit, N. J. He joined the company in 1956 from Rinehart & Co. Myrtle Johnson, with Ciba since 1952, has been named design coordinator.

Wilding Elects Young VP

Lawrence T. Young has been elected vp in charge of the central sales division of Wilding Picture Productions, Chicago. He formerly was manager of the Cleveland sales district, which has been renamed the central sales division. His headquarters will remain in Cleveland.

MAKE 'EM LAUGH!
Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual—effective—economical—exclusive. Write for details on your business letterhead.
FREDERICK E. GYMER
2121 E. 9th St., Cleveland 15, O.



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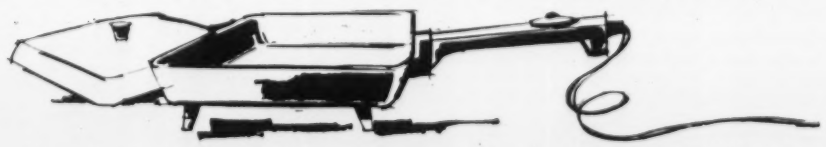


***If you want to sell* housewares,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. Any issue of Better Homes & Gardens has hundreds of ideas that sell housewares, directly or indirectly. How do BH&G reader households compare with the U. S. average in adopting new housewares ideas? Example: More than 1 out of 5 BH&G readers live in households owning an electric deep fat fryer—62% above the national average!

During the year 1/3 of America reads **Better Homes and Gardens** *. . . the family idea magazine*

THERE'S ALWAYS ONE IN EVERY GROUP

Ever watch people looking at boats?

Most men are attracted to the smart hull lines and handsome styling of new models. Who wouldn't be. But there's always one man in every group whose interest goes deeper. He is the kind of man who reads POPULAR MECHANICS.

Sure, he takes note of the styling. But he also wants to know about transom stability . . hatch locations . . full RPM smoothness. What about tight turns at top speeds? What about all the things that make it go?

The POPULAR MECHANICS man is intensely curious. He knows the right questions. He'll want the right answers. He's the man in every group who is just naturally curious about the mechanics of modern living.

He may be among the one third of PM readers who own boats. He may be buying a car Or planning an addition to his house. Whatever he does, whatever he buys, you can bet he knows the right way to go about it.

If he is sold on your product, he knows why – and so will his friends and neighbors who respect his special talent for knowing what he talks about.

You can sell him – and five million* other men like him – with your product story in POPULAR MECHANICS. It's his kind of magazine. It sparks his thinking on what to do, what to buy–and why.

POPULAR MECHANICS
MAGAZINE
WRITTEN SO YOU CAN UNDERSTAND IT

Puts Men In Motion

**We'll deliver between five million and 7½ million of these men, depending upon your favorite audience study*

LARGEST CIRCULATION IN TEXAS!

BOTH DAILY AND SUNDAY

FORT WORTH STAR-TELEGRAM

DAILY
(Morning and Evening Combined)

254,038

SUNDAY

225,297

Source:
ABC Audit Report March 31, 1958

IT TAKES A FORT WORTH NEWSPAPER TO COVER THE FORT WORTH MARKET

. . . 99 WEALTHY WEST TEXAS COUNTIES WITH OVER 25% OF TOTAL STATE INCOME . . . OVER 25% OF TOTAL SALES!

FORT WORTH STAR-TELEGRAM

AMON G. CARTER, JR.,
President and National Advertising Director
LARGEST CIRCULATION IN TEXAS
without the use of schemes, premiums or contests
"Just a good newspaper"

Dr. Pepper Bottle Caps Are Irresistible Lure to Consumers

DALLAS, March 4—Dr. Pepper Co. may have to abandon the soft drink business in favor of making bottle caps.

The company ran an ad in the Feb. 23 issue of *Life* which invited readers to send for a free Dr. Pepper bottle cap (AA, Feb. 23). Since that time, about 12,500 postcards and letters have poured into the company asking for the caps, the company reports. The requests came from every state and from Canada.

"My Chris Craft cruiser, Brooks suits, Mercedes Benz and genuine Zippo lighter have failed to impress my aristocratic friends," one writer said. "But your Dr. Pepper bottle cap, I am confident, will finally open the door. Please hurry."

■ On the back of a bank statement another writer wrote, "Please forgive me for not sending a postcard as your ad suggested. I am in such a hurry to get my Dr. Pepper bottle cap I just can't take the time to buy one."

One skeptic wrote, "I think this is a test to see how 'loco' people can get, but here is my name and address." A business man aboard an airliner wrote, "Please rush your bottle cap to me immediately. I can't stand being without it a day longer."

The promotion is sure to be more costly than it was intended to be. In addition to the *Life* space costs (which were figured), the bottle caps cost 0.2¢ each. Grant Advertising, Chicago, created the bottle cap and three other offbeat ads which will run in future issues of *Life*. ≠

McLean, Showacre Merge

J. Walter McLean Advertising Agency and Showacre, Coons, Shotwell, both of Spokane, have merged and will operate under the Showacre, Coons, Shotwell name. The McLean agency was formed in 1919 as Tomowske Advertising Agency. Mr. McLean became a partner of Tomowske in 1936 and took over ownership in 1953. Mr. McLean will serve as senior vp in the merged agency. Showacre, Coons, Shotwell was established Jan. 1 of this year.

NTA Names Three

National Telefilm Associates, New York, has promoted Ernest Fladell to creative director of the advertising department and Phil Cowan director of publicity for the tv film company's owned stations. Both have been with NTA for the past year. Robert E. Richer, formerly with Bill Grauer Productions, has been named a spot sales account executive of NTA.

Wanted: Current, Up-to-Date Market Data for AA Readers

ADVERTISING AGE is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 12th consecutive year in the April 20 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,650 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for more than 72,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1958, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before April 1, 1959.

Market data material scheduled for publication before Sept. 1, 1959, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches ADVERTISING AGE before April 1. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

Auto Service Men Note 6% Sales Gain; Two Groups Merge

CHICAGO, March 4—Evidence of strong optimism in the automotive service industry stood out sharply in the record attendance at the International Automotive Service Industries Show.

More than 22,000 manufacturers, jobbers and wholesalers appeared in the first two days, visiting more than 450 manufacturers' booths—compared with 12,880 registrants for the previous IASI show here in 1954.

The backdrop for the record attendance is a 6.5% sales gain last year in automotive service equipment and parts reported by *Jobber Product News* sales surveys.

Sponsors of the show, which now meets annually in alternating regions (East, Midwest and West Coast), were the Motor & Equipment Manufacturers Assn., Motor & Equipment Wholesalers Assn. and the National Standard Parts Assn.

■ A merger of MEWA and NSPA, long under discussion by the two groups, finally took place during the show, with the creation of the Automotive Service Industries Assn. ASIA begins its career with a membership of about 4,000 wholesaler members and 375 manufacturer members.

President of the new ASIA is Victor L. Toft, vp of Sidles Co., Omaha. Les A. Thayer, general sales manager of Belden Mfg. Co., Chicago, is the 1st vp; J. A. Bryant, president of Motor & Electric Supply Co., Bowling Green, Ky., is 2nd vp, and Gene Robers, vp of Carter carburetor division of ACF Industries, St. Louis, Mo., is the 3rd vp.

Administration of ASIA's activities will be handled by two co-executive secretaries: J. L. Wiggins, exec vp of the old NSPA, and B.W. Ruark, general manager of the old MEWA.

Noble-Dury Adds 3 Accounts

Associated Leasing Co., Kansas City and Memphis, a car and truck leasing company; American Tea & Coffee Co., Nashville, and Tigrett Industries, Jackson, Tenn., manufacturer of infant furniture, toys, play equipment and sporting goods, have named Noble-Dury & Associates, Memphis and Nashville, to handle their advertising. Simon & Gwynn formerly handled American Tea & Coffee Co.; S. E. Zubrow Co., Philadelphia, is the previous agency of record for Tigrett.

Gardner Adds Chevy Dealers

Gardner Advertising Co., St. Louis, has been named to represent the Chevrolet Dealers Assn. of Greater St. Louis. A major feature of the advertising program for the 15-member association will be participation in the St. Louis Cardinals baseball radio broadcasts.

FTC Charges Sunbeam Gives Illegal Ad Allowances

Sunbeam Corp., Chicago, has been accused by the Federal Trade Commission of giving illegal advertising allowance benefits to 81 big chains, mail order houses and large retail outlets. FTC says allowances to these outlets equaled 75% of the local option rate for newspaper advertising in many instances, which "because of discounts, amounts to 100% reimbursement."

Whaley-Simpson Gains Two

Whaley-Simpson Co., Los Angeles magazine representative, has been appointed West Coast representative by two publishers: Industrial Press, New York, publisher of *Air Conditioning, Heating & Ventilating* and *Heating, Plumbing & Air Conditioning News*, and Woodall Publishing Co., Chicago, publisher of *Trailer Travel* and *Woodall's Mobile Home Directory*.

good reproduction + correct dot structure = your money's worth in the magazine

☞ This is the formula
that keeps Hutchings & Melville engravings
Selling at the Point of Impression

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Avenue, Chicago 13, Illinois ▫ EAstgate 7-9220

☞ *All color engravings for wet printing are proofed exclusively on 4-color proof presses*

LEVER BROTHERS increased its program sponsorships on CBS Radio by 32% since PCP. Just clean logic! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

There are 3 sides to every question

Architectural FORUM has watched its competitors (Architectural Record and Progressive Architecture) make some claims as to why they are THE book. These claims, true as far as they go, are based largely on three things—architect coverage, number of ad pages, and preference surveys.

FORUM believes that for people like you who buy space—or okay it—or suggest changes, there are other important criteria. Such as circulation. Editorial achievement. Even, rate per 1,000.

This piece, then, is designed to set matters straight, (and maybe you, too—heaven forbid). It's a "do-it-yourself" presentation—a brief quiz accompanied by all the *right* answers.

We will award a special certificate designating you as "Genius Medius" if you get all right. Be careful. There are many surprises . . .

There's no particular mystery to this. To answer the questions, you simply check the box in front of the appropriate magazine.

The question at the right is just a sample—already checked—but read it anyhow, because we get in a plug for our side (FORUM). Since the answers are immediately below each box, try not to peek. At the end you can determine how smart you are—or have been all along.

EXAMPLE

1. Q Which magazine has the largest circulation in the field?

☑ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A If you missed this—you're off to a bad start. FORUM is way ahead at 58,421 average total paid; P/A next with 41,584; Record last with 34,752.

2. Q Which has the greatest circulation growth?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A The only one that shows any growth in the first half '58 period is FORUM (up 2,061 subscribers), Record (down 918), P/A (down 876).

3. Q Yes, but what about circulation gains in, say, the last five years, since FORUM became completely nonresidential. Which book leads?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A No contest—it's FORUM (up 12,044 subs.), P/A (up 2,061), Record (off 2,259).

4. Q Which magazine has the lowest cost per thousand subscribers?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A FORUM wins this one hands down. One example: The 6-time, b&w page for FORUM costs $18.23 per 1,000. P/A is second, though $1.48 more, and Record $6.09 more—a 33% higher CPM than FORUM.

5. Q Which book has the most architectural circulation?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Well, Sir, P/A does (21,440), Record is next (19,162), then FORUM (16,346). But remember, please, FORUM covers only commercial, industrial, institutional buildings—thus screens out strictly house architects.

6. Q More pertinent, perhaps. In the same 5 years, which magazine shows greatest 5-year gains in architectural firms and employees?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Surprise! The figures show FORUM has gained 2,915, compared to P/A's gain of 2,295 and Record's of 1,642.

7. Q How about total architect gains in last five years—whether they be in architectural firms or in private practice? Now which book?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Surprised again? It's FORUM (+5,122), Record second here (+2,600), then P/A (+1,651).

8. Q The registered staff architect is often called the workhorse of the profession. Which magazine has most?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Oops, P/A was the check here. P/A has 4,698 slightly leading FORUM at 4,334; Record is low with 3,129.

9. Q Yes, but which one has been really hot in registering *gains* among registered staff architects?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Your check should be FORUM with a plus of 2,691, then P/A plus 1,167, while Record actually shows a loss of 91 in the 5-year period.

10. Q Which magazine reaches most of the 3,000 architectural firms doing an annual volume of nonresidential business in excess of $100,000?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Don't know how you can score this. FORUM reaches 9 out of 10 of them. We don't know about Record or P/A, but we can show you exactly in which of the 3,000 firms FORUM has coverage.

11. Q General contractors are often called the purchasing agents of the nonresidential building industry. Which has the most subscribers?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A No contest. FORUM with 6,405 has twice as many as P/A and Record combined. (P/A 1,406, AR 1,209)

12. Q The men who sell building products say the architect, engineer, general contractor, and client are all-important—and they call on them. But which magazine do these building product salesmen vote most important to their customers?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A They give the nod to FORUM by a big 50.8%, rate Record #2, at 31.4%, then P/A, 20.3%.

13. Q The American Institute of Architects each year selects the best buildings. Which magazine published the most?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A In 1958 AIA selected five nonresidential buildings for 1st honor awards. FORUM has published 4 exclusively; FORUM and Record each published the 5th, P/A didn't cover any.

14. Q Which magazine has won most Industrial Marketing awards?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Care to see our trophy room? Over the years it's been FORUM and in 1958 alone I.M. gave FORUM its top awards for (1.) Best Single Issue, (2.) Best Single Article, (3.) Best Graphic Presentation.

15. Q Which magazine is preferred by architects?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A We'll give you points if you checked any one, two or all three, because Record invariably rates first in any survey it conducts over its own Sweet's list of architects; P/A comes out on top with its own subscriber or registered architect lists; while FORUM scores with nonresidential architects.

16. Q Which magazine carries most ad pages?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Sorry we asked. Record carries nearly as much as P/A and FORUM together. Remember, please, that FORUM does not solicit residential advertising, as do both Record and P/A.

17. Q Where do the 25 largest building product advertisers place their greatest investment?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A Remembering the previous question and answer, you might have gone off the beam here, because 15 of the top 25 put more of their budgets in FORUM! 5 of the 25 in Record; 5 in P/A.

18. Q Might as well get the painful out of the way. Which magazines (there's a tip) lost space in '58?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A All (groan) three. And to be perfectly (and painfully) candid — FORUM the most. FORUM ad revenue for the year was off 10%. We hope it's of interest to you (it certainly is to us). FORUM has 62 *new* advertisers who will run in the first quarter of '59!

19. Q Renewal percentage of the three books is in the fifties, but which is #1?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A It's Record here. It's our belief FORUM *architect* subscribers renew at the highest rate in the field—a handsome 63%—but the figure is lowered by our client renewals. Many come in to FORUM's audience for 2 or 3 years, when they're building a building—go out when it's completed.

20. Q Whose subscribers pay most for their issues?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A At $6.50 a year, FORUM costs 18% more than Record ($5.50) and 30% more than P/A ($5.00). Yet, even with the higher price, FORUM's circulation climbed 2,061, while at the lower figure Record lost 918 subscribers; P/A lost 876, in first six months of '58.

21. Q Sounds good, but who used the fewest premium inducements to encourage subscriptions in that same period?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

A FORUM was way the lowest, with only 33, while Record stood second at 521, and P/A used a whopping 4,790 premiums to get subscribers.

22. Q According to P/A some 36% of all building goes up without benefit of architect. Which magazine delivers the influential man in this important 36%?

☐ **Forum**

☐ **Record**

☐ **Prog. Arch.**

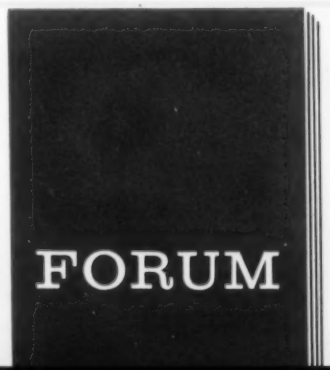
A Client coverage of FORUM is 20,577; Record reports 8,479 and P/A, 8,244. And (as noted above) contractor coverage of FORUM is double Record and P/A combined.

Now, if you tally your checks you should come up with something like: FORUM—15, Record—2. Prog. Arch.—2 and 3 possible ties.

It doesn't necessarily mean you're a genius (albeit we won't argue the point). It does mean you're up on all the media claims in the field—and are probably using FORUM already. (If you aren't, you certainly should be.) And if you aren't, would you write, wire or phone so we can send a man around to help with the catechism? Needless to say, we'd be totally delighted to document any one, or all of these Q's & A's.

At any rate, the A's lead *us* to say

IF IT BELONGS IN BUILDING —
IT BELONGS IN



Architectural Forum / the magazine of building / published by TIME INC.

Ad Business Is Booming in Thailand

Not So Many TV Sets But Viewers Aplenty (Some at 5¢ a Head)

By Elisabeth Ortiz

BANGKOK, March 3—The advertising business in Thailand is enjoying a minor boom.

What is happening is that years of hard work by Bangkok's two leading agencies, Grant and Cathay, to raise advertising standards, is paying off.

Proof of the solidity of the boom is that Cathay has had to move to bigger premises and to greatly expand its staff.

From the old tourist and business center of town it has moved to the new, developing Patpong Rd. area, home of many airline offices, the U. S. Information Service library, the new Plaza Hotel and several new restaurants, as well as many small shops.

The new office is spacious, with modern, unostentatious furnishings. Above all, it is air conditioned. With hardly a day in the year when the temperature does not hit 90°, air conditioning is vital for first class work.

■ Cathay's biggest new account is Singer Sewing Machine. While a strong drive is being made to increase home sewing, 35% of all sales are taken up by local tailors and dressmakers, since there is no garment industry in Thailand yet.

An amusing facet of Singer's business, according to John Weller, manager of Cathay, is the keeping-up-with-the-Joneses aspect of selling sewing machines to up-country rice-farming families. The machines are rarely put into use unless the owners are Chinese. The machine becomes a prestige object enshrined in the Asian equivalent of the front parlor.

The presence of one sewing machine in the village stimulates sales. If the head man and his family own a Singer, then all the other rich farmers in the area want one too.

The present advertising campaign being run by Cathay in newspapers, women's magazines and Thai radio and television is designed to change this prestige buying into buying for use.

■ Television is becoming increasingly important to the agencies here.

Media still constitute the biggest headache, and though skeptics might doubt tv is a good outlet in a country with a comparatively low per capita cash income, the Thais have solved the problem neatly.

Whoever can raise the money for a down payment on a set goes ahead. From then on, when the neighbors want to watch television, they come along and pay a *baht* (5¢) for an evening's entertainment. Since the Thais are avid tv fans, the set soon is paid for.

From the agencies' point of view there is another angle. Though there may be few sets, there are many viewers. And they don't turn off their sets during commercials.

Cathay, in its present expansion, has begun producing its own advertising films, handling the whole product, even having its own translating staff.

The agency also is organizing a public relations department. #

This is Houston . . .

Where oil, although not flowing through the streets, does flow through the veins of this thriving, growing metropolis . . . And where business thrives and grows with the help of mighty tools like the great Houston Chronicle . . . **9th newspaper in the entire nation in total advertising. The Chronicle published over 40 million lines of advertising last year** . . . more than both the other Houston newspapers combined! In fact, no other Houston newspaper published enough linage to place among the top 25 newspapers in the nation.

Source: Media Records

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper!

THE BRANHAM COMPANY—*National Representatives*

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Branham Names 4, Adds 2

Branham Co., New York, newspaper and radio station representative, has appointed Andrew Murphy, John Blessington and Edward Keady account executives in New York and Peter Childs manager of its San Francisco office. Mr. Murphy formerly was with WNHC-TV, New Haven; Mr. Blessington previously was with NBC Television; Mr. Keady formerly was with WECT, Wilmington, N. C., and Mr. Childs formerly was with the Los Angeles office of Forjoe & Co. Branham also has been named to represent WOKO, Albany, N. Y., and WTMA, Charleston, S. C.

Launches Spanish Food Line

Diplomat Foods, North Bergen, N.J., is introducing a line of Spanish style foods. Aimed at the Puerto Rican market in the New York area the canned products have a bi-lingual label, featuring Diplomat on the English side and Diplomatico on the Spanish side. Advertising includes two Spanish dailies, *La Prensa* and *El Diario*, two radio stations, WWRL and WHOM, and point of sale. Advertising is being prepared by Murray Director, ad consultant and grocery specialist, in association with Madison Advertising, New York.

KYA Names Singer, Sparrow

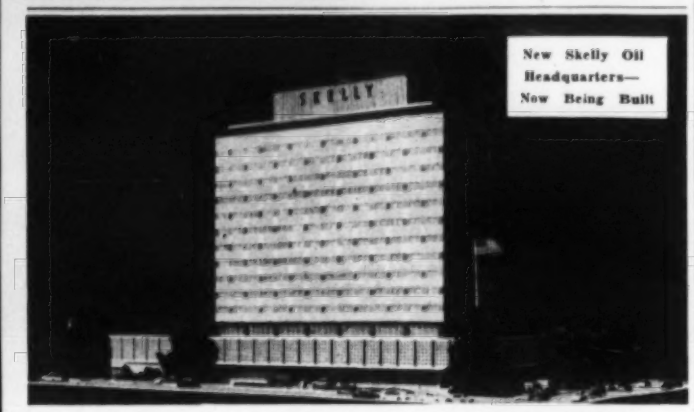
George Singer, formerly a program director of the McLendon radio group, has joined KYA, San Francisco, as director of operations, production. At the same time, Jim Sparrow, formerly assistant program director of the station, was named director of operations, programming.

Smith Joins Eimco Corp.

Elwynne J. Smith has been appointed advertising manager of Eimco Corp.'s filter-process division, Salt Lake City. He previously was promotion supervisor for the industrial equipment division of Allis-Chalmers Mfg. Co., Milwaukee.

Black, Little Adds KIL

Black, Little & Co., Newark, has been appointed to handle advertising for KIL Inc., Pennington, N.J., maker of insecticides. Black, Little also has named Gerald J. Johnson, formerly with Reach, McClinton Co., a vp and account supervisor.



In 8 years . . . more than $100,000,000.00!!!

Tulsa is experiencing its greatest building boom in history! New construction for the first six months of 1958 was $22,000,000.00! . . . more than $100,000,000.00 in the past 8 years! And it's **stable** growth, too . . . mostly national and regional oil company "home offices." This means high, stable payrolls, responsive to your selling efforts. **Remember, you're not "in" Oklahoma, unless you're in Tulsa.**

For More Business, Use the Oil Capital Newspapers

TULSA WORLD TULSA TRIBUNE

MORNING • EVENING • SUNDAY

Represented Nationally by The Branham Co. Offices in Principal U.S.A. Cities

Tip-Top's Tipp Is Gal With a Past, Graham Reveals

CHICAGO, March 3—Tip-Top bread's Emily Tipp isn't just an abstract elderly woman conjured as a novel vocalizer of off-beat ads.

Emily is a gal in her late '50s, perhaps early '60s, who was married to a guy who owned a bakery and who died some time in the '40s of a heart attack. Being earnestly interested in the business, Emily has carried on in her husband's place ever since.

Promoting the company's bread comes naturally to her now; she's been doing it for quite some time. Part of her job is "pitching" the bread and she sees no point in making any bones about it.

■ At least this is the background imagined for Emily by her creator, Ed Graham Jr., the former Young & Rubicam copywriter who is now president of Goulding-Elliott-Graham Productions Inc., New York broadcast ad producer.

Mr. Graham discussed Emily Tipp and like ad personalities last week at a meeting of the new Agency Broadcast Production Workshop.

Emily Tipp had to have a biography, Mr. Graham explained, because of her job in the Tip-Top ads for Ward Baking Co., New York. Her job is to make friends for the bread and to make friends she had to have a definite, believable personality. And personalities don't come out of nowhere. They evolve from experience and background, he noted, so these had to be dreamed up for Emily.

■ People like Emily Tipp—and Piel Bros. beer's Harry and Bert team, which Mr. Graham also created—must be treated as real people, Mr. Graham emphasized. He urged copywriters to make up biographies for their created personalities, to think about them and understand them.

Questioned about the apparent irony of the currently great popularity of the Piel Bros. beer ads with Harry and Bert, and the 1.04% sales drop Piel suffered last year (AA, Jan. 26), Mr. Graham theorized that Young & Rubicam, Piel's agency, is mishandling Harry and Bert.

Mr. Graham, who created Harry and Bert while with Y&R, said he handled the team as two mildly mirthful fellows who sold beer. As Y&R—via Terrytoons, a CBS production division, now making the ads—now treats them, he said, the two are more like comedians who banter and joke, and sell Piel's beer rather secondarily.

The voices of Harry and Bert are still those of Ray Goulding and Bob Elliott, the Bob and Ray comedy team who are also principals in Goulding-Elliott-Graham.

■ Humor in advertising takes pretty careful handling, Mr. Graham said. In the first place, he noted, it isn't suited to some products—like those that have new features to promote or some factor really worth talking about.

Humor is most appropriate to products that have no unique obvious selling point—products selling at the same price, in the same packaging with the same contents, and products whose technical difference from competitors is too insignificant for the consumer to appreciate.

Even then, when humor is used, Mr. Graham continued, it isn't enough to bring a laugh, or even entirely necessary to do so. Humorous or off-beat personalities are mainly supposed to make friends for the product—to lend that touch of personality to the product on the shelf that draws the consumer's hand.

■ Asked about the risk of being too sophisticated for the audience, Mr. Graham said, "I've never created anything that was too sophisticated for the audience. I guess I'm just not a very sophisticated guy." He acknowledged that clients have often had such worries, but said that campaign results have always indicated the public has a very broad capacity to appreciate sophisticated treatments.

He also described as an illusion the idea that people in the New York metropolitan area are more sophisticated than people elsewhere around the country. Actually, he said, sophisticated personalities like Milton Berle appeal to people in Yuma, Ariz., just as much as the New Yorkers—and the Yumans get tired of them at about the same time and for about the same reasons.

Newly elected officers of the just organized Agency Broadcast Producers Workshop are Lee Randon, Henri, Hurst & McDonald, president; Clair Callihan, Earle Ludgin & Co., vp; Dwight Reynolds, Young & Rubicam, secretary, and Rolf Brandis, E. H. Weiss & Co., treasurer.

COMMERCIAL DOESN'T AP-PIEL TO VICEROY

NEW YORK, March 3—This is a story about a commercial that you may not get a chance to see or hear.

And like so much commercial news, it involves the Piel Bros.—the cartoon versions—Bert and Harry. These alert brewers, who keep their eyes on the advertising as well as the beer business, were getting set to go with a commercial that would have been a take-off on the Viceroy "thinking man's filter" campaign.

■ The format would have had Bert in a mechanic's position under a stalled car and answering the familiar question with something like this: "Well, no, I'm a brewer and I drink beer." And to the question, "And do you think everybody should drink Piel's?" Bert would presumably have answered: "Of course, I do, I make Piel's." Somewhere along the way the phrase "And it's a drinking man's beer" was deleted.

The client is said to have approved this spot, but now, for the time at least, it is bogged down in Young & Rubicam, Piel agency—reportedly because Viceroy heard about it and didn't like the idea. #

O'Mara Shifts McLean

Richard McLean, former vp and assistant sales manager in New York, has been appointed manager of the Pacific Coast division in San Francisco of O'Mara & Ormsbee, newspaper representative. Mr. McLean succeeds Frank Rice, who resigned last year to join *Reader's Digest*.

Franklin Boosts BeVier

Franklin Electric Co., Bluffton, Ind., has promoted A. C. BeVier to marketing vp. Mr. BeVier joined Franklin in 1957 as general sales manager.

THE NEW VHF STATION
WITH THE ENGINEERED MARKET

• ALBANY
• SCHENECTADY
• TROY

PLAY THIS PLEASANT TUNE ON YOUR CASH REGISTER!

Retail Sales	$2,379,670,000
Food Sales	615,678,000
Home Furnishings Sales	152,290,000
Apparel Sales	161,191,000
Drug Store Sales	72,532,000

New, powerful WAST is engineered to deliver coverage of a high-spending, fast-growing market.

WAST is the pulse point of the "Golden Circle" covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire . . . with a sales potential of $3,495,571,000 in consumer spendable income.

abc

CHANNEL 13 WAST ALBANY, N. Y.

Exclusive ABC for most of its coverage. Investigate . . . write, wire or phone today!

Represented by VENARD, RINTOUL & McCONNELL, Inc.

New 1959 Edition
fit type IN SECONDS!
Tens of thousands of artists, ad men, printers, editors and students have discovered the Haberule *Visual* Copy-Caster to be the simplest, fastest, most accurate copy-fitting tool ever devised. At art supply stores or order direct . . . only 10.00
HABERULE
BOX AA-245 • WILTON • CONN.

Looks like a great year for magazines!

With its February 14 issue, the Saturday Evening Post joined TV GUIDE and Life in the select circle of weekly magazines with circulation over 6 million.

Each issue shows Reader's Digest continuing its steady circulation and advertising gains.

The two store-distributed magazines, Woman's Day and Everywoman's-Family Circle, are both making new circulation gains.

McCall's and Good Housekeeping, both under new editorial direction, are off to an excellent start.

People are crowding more and more reading into their lives. Magazine circulations keep trending upwards. The appeal and vitality of magazines are constantly on the increase.

TV GUIDE is a good example. It opened 1959 by writing circulation history once again . . . with *eight successive issues,* so far, over the 7-million mark. Circulation for the February 7 issue reached 7,150,000 (publisher's estimate)—another new all-time high for weekly magazines.

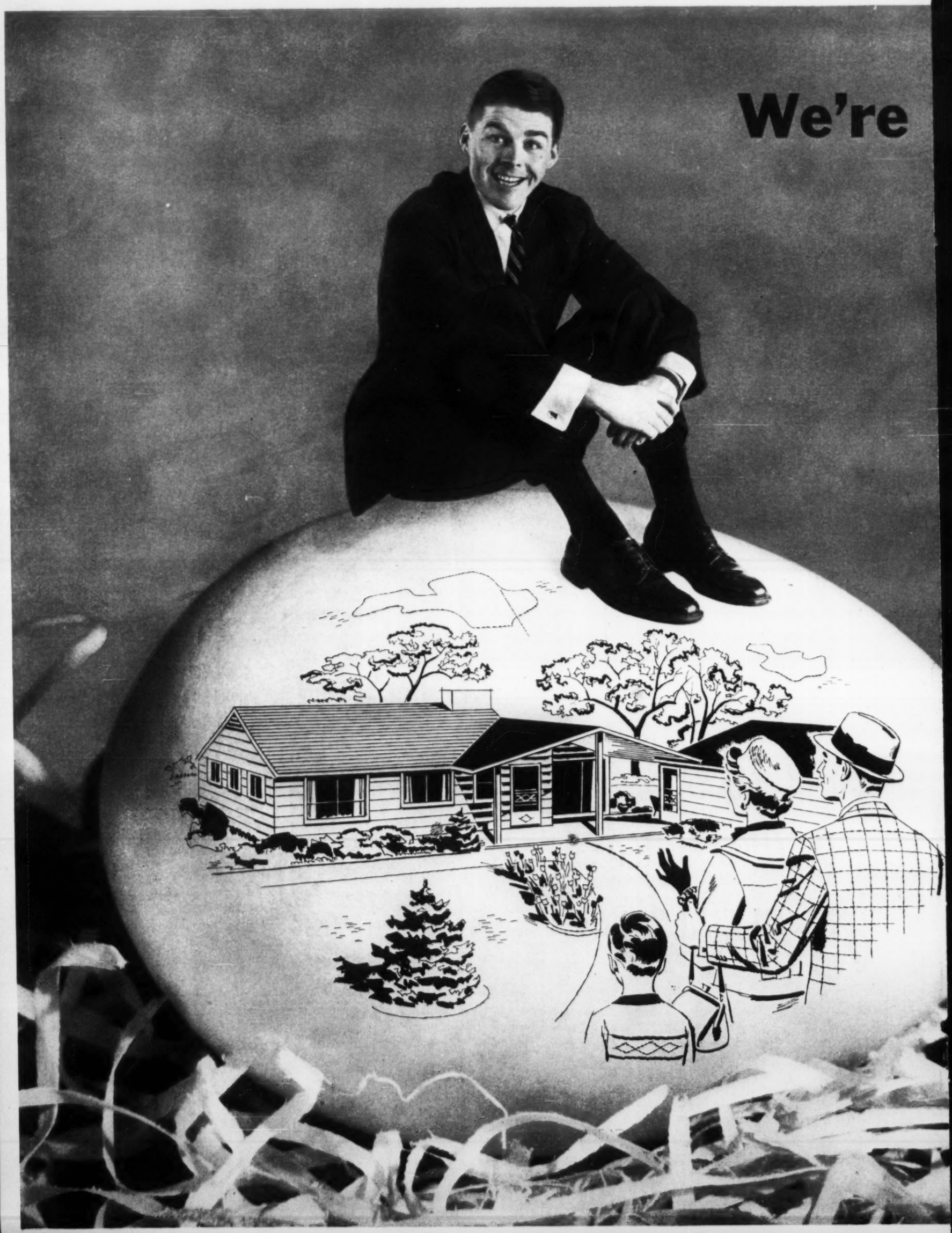
TV GUIDE is a good example of 1959's fast advertising start, too. Untroubled by triskaidekaphobia, TV GUIDE is happy that January 1959 PIB figures place it 13th among all consumer magazines in advertising revenue, with a 45.75% gain over January 1958. And only two magazines top it in amount of revenue gain.

TV GUIDE is a magazine on the move . . . a magazine that keeps forging ahead without a single pause. To an ever-growing body of advertisers, it is demonstrating a fundamental truth: *a magazine so successful in selling itself can be equally successful in selling the products of its advertisers.*

You need the impact of TV GUIDE and other magazines to tell your story forcefully to the American people . . . for magazines are as much a part of American life as supermarkets, automobiles, television, and a rising standard of living.

TV GUIDE

A WEEKLY MAGAZINE . . . A DAILY HABIT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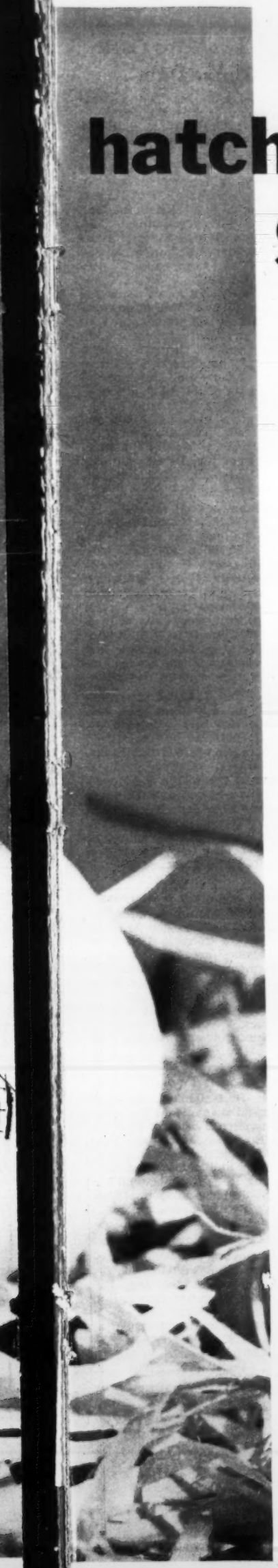


hatching our 80th great SHOW-HOUSE® promotion!

In the May 23 issue of the Post, your product can be featured exclusively in a spectacular SHOW-HOUSE® multi-page ad. Its theme: "How to Buy for Your Home" . . . . an authoritative consumer buying guide.

Just what is SHOW-HOUSE? It's a chatty, informative, "third-person" showcase for home products – for everything from sheets to shingles. (Building materials and services, home equipment, appliances, housewares, furnishings, giftwares and accessories.) It's also a skillfully coordinated and "packaged" promotion. All ad preparation is included . . . plus a unique massive merchandising plan.

Are these promotions successful? Ask the advertisers who renew. (About 8 out of 10 do!) SHOW-HOUSE sets records: a single spread pulled 32,000 inquiries . . . chalked up a whopping 35% "read-most" readership for women. And the most recent SHOW-HOUSE ad in The Saturday Evening Post was exploited to the tune of 200,000 buy-level merchandising mailings, dealer displays, trade-paper ads. *No wonder most of the 300 leading advertisers and agencies who have used SHOW-HOUSE say it's the world's biggest advertising bargain.*

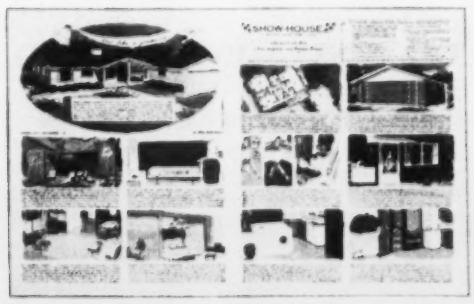
Any other reasons for these results? SHOW-HOUSE is devoured by bright, alert, home-minded folks who believe in SHOW-HOUSE – commended, Post-advertised products. Tell their friends about them. Buy them! (Research proves it.) And, best of all, it's proved: *29 million times, someone turns to each SHOW-HOUSE page in the Post.* That's Ad Page Exposure!

Now, let's ask YOU a few questions! Would good, strong, third-person praise help you get your newest product "across"? Do you want big-space impact – in full color – at a *petite* rate? Would you like to have a spring promotion that none of your competitors will have? How about inquiries . . . want lots of them? Want a "free ride" in the combined merchandising activities of *ten* advertisers? (Some power here!) Interested in sheer economy? *Then the 80th SHOW-HOUSE promotion is your answer!*

How can you obtain more information about SHOW-HOUSE? Write or call Charles H. Albin, Managing Director, SHOW-HOUSE, 555 Fifth Avenue, New York 17, N. Y., OXford 7-2938. Only a few openings available . . . do it today!

Here's how a SHOW-HOUSE promotion is hatched!

1. Ten non-competitive and compatible home-product manufacturers are assembled.
2. SHOW-HOUSE editors confer with each on copy and illustration.
3. Preliminary studies are prepared . . . reviewed by each advertiser.
4. Final photography (or art work) and copy are submitted for approval . . . and engravings executed.
5. SHOW-HOUSE merchandising – 100,000 pieces – goes to work.
6. SHOW-HOUSE coupon starts to pull . . . and pulls for *16* weeks.
7. STARCH rates each issue. SHOW-HOUSE is always "tops."



SHOW-HOUSE editorialized ads appear exclusively —in full color—in The Saturday Evening Post

SHOW-HOUSE®

KLZ of Denver... Salutes...
A Radio-Active Business Executive

T. W. "Tom" Henritze

T. W. "Tom" Henritze for winning for the second straight year the Annual Safeway Sales Contest for his Denver Division. Mr. Henritze has been in the food retailing business the past 25 years as Denver Division Manager of Safeway.

For many years Denver Safeway Division has been a heavy and consistent user of KLZ Radio, week after week, year after year, now averaging over 50 announcements per week. Let KLZ Radio do *your* pre-selling in the Denver-Rocky Mountain Area.

KLZ radio 560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Inter-American Gains One

Vac Records, Miami, a new recording company headed by Miami Mayor Robert K. High and Jimmie Pack, a musician, has appointed Inter-American Advertising, Miami, to handle its advertising and promotion. Vac plans to specialize in recording Florida artists, "name" performers appearing in Miami night clubs and Spanish-speaking artists.

Exhibitors Weigh Dissolution

A special meeting of the members of Exhibitor's Advisory Council will be held March 20 in the Statler Hotel, New York, for the purpose of voting on a recommendation made by the council's board that the group be liquidated and dissolved.

Blum's Names L. J. Allen

Lawrence J. Allen, formerly an account executive of Blum's Direct Advertising Agency, San Francisco, has been promoted to sales manager.

Lavenson, Goodman, Lino Agencies Give '58 Billings Data

PHILADELPHIA, March 4—Lavenson Bureau of Advertising, which reported billings of $3,000,010 for 1958, did not appear in ADVERTISING AGE's agency billings issue Feb. 23. Lavenson's total included $2,473,300 in capitalized fees. In 1957, the agency billed $3,425,000, including 25% in capitalized fees. Lavenson last year gained Supplee-Biddle-Stelty, Majestic Press and Cahners Publications. It lost Denny Bldg. Corp. and Charles Mathan Corp.

Lavenson's billings were invested as follows: 30% in newspapers, 30% in magazines, 25% in television, 5% in supplements, 5% in radio and 5% in other media. The agency employs 28 persons in one office here and anticipates a volume gain of 5% to 8% in 1959.

■ Two other agencies which replied too late to be included in the billings issue were the Goodman Organization, Los Angeles, and Alfred L. Lino & Associates, St. Petersburg, Fla.

• Goodman billed $574,940, including $156,264 in capitalized fees. In 1957 the total was $409,799, including $135,662 in capitalized fees. Goodman gained Identity Recorders, LaQuinta Hotel, Whitcomb Hotel and Whittier Construction Co., while losing no accounts last year. Billings were invested as follows: 50% in radio, 30% in television, 10% in newspapers and 10% in magazines. The agency employs seven persons in one office.

• Lino billed $546,656, including $143,738 in capitalized fees, last year. The 1957 total was $426,494, including $110,240 in capitalized fees. The agency added Publix Super Markets, Treasure Island Chamber of Commerce and Hood's Dairy. It lost no accounts. Billings: 74.6% in newspapers, 8% in radio and tv, 4% in outdoor and 13.4% in other media. Lino employs 15 persons in one office. It expects a 20% gain in 1959 volume. #

Becomes Edelstein & Conyers

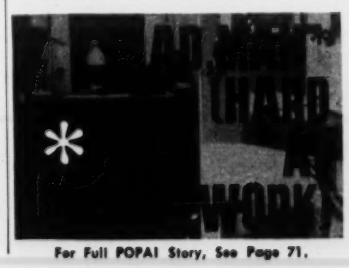
Irvin L. Edelstein Associates, Toledo agency, has changed its name to Edelstein & Conyers. Principals of the agency are Marjorie Conyers, formerly an account executive with the agency, and Mr. Edelstein. Mr. Edelstein continues to operate a Los Angeles branch of the agency, which he opened last year. Mrs. Conyers manages the Toledo office.

IBM Unit Boosts Two

Robert H. Hutchings, formerly assistant ad manager of the electric typewriter division of International Business Machines, New York, has been named manager of advertising and sales promotion, succeeding R. T. Lindros, who has been appointed manager of the division's Denver operation.

Kuswa-Greene Names Novara

Albert Novara, previously an account executive and copywriter with Compton Advertising, has been named executive associate to handle creative assignments on a variety of consumer and industrial accounts of Kuswa-Greene & Associates, Milwaukee.



For Full POPAI Story, See Page 71.

THIS DISTINGUISHED AND REGISTERED TRADEMARK

IDENTIFIES GENUINE CHAMPION PAPERS

CHAMPION SETS THE PACE IN PAPERMAKING

CHAMPION® PAPERS

Quality coated and uncoated papers for books, magazines, envelopes, labels, boxwraps, greeting cards, business forms, tags, tablets, food packaging, and many other uses.

THE CHAMPION PAPER AND FIBRE COMPANY • HAMILTON, OHIO

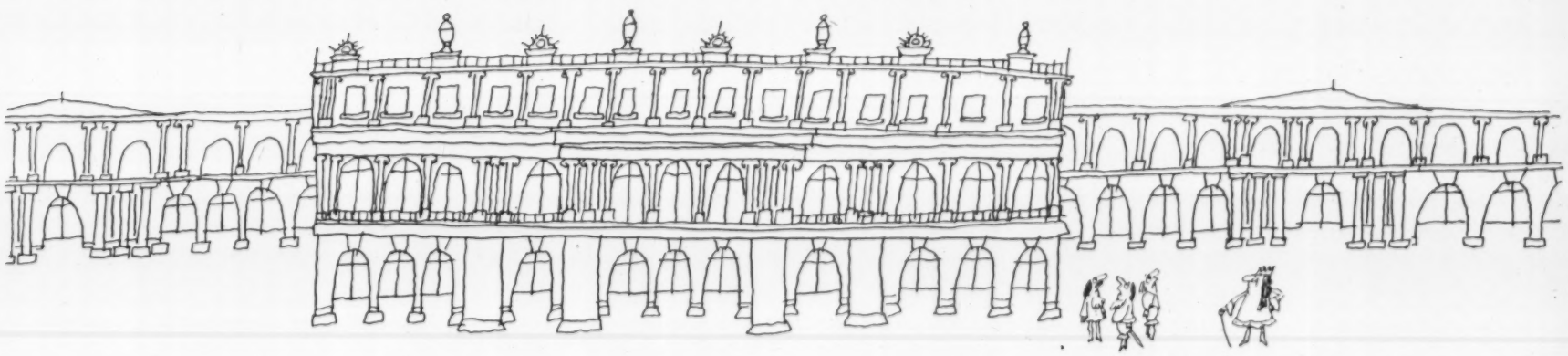
District Sales Offices in New York, Chicago, Philadelphia, Detroit, St. Louis, Cincinnati, Atlanta, Dallas, and San Francisco. Distributors in every major city.

The world's second biggest remodeling job

Whatever Louis XIV did, he did big.

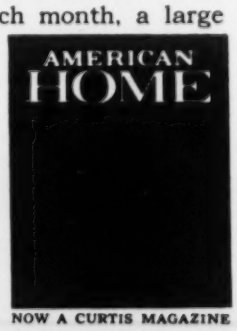
And the old royal hunting lodge was certainly not big enough for a king like him.

So he decided to remodel. The job took 47 years and cost $100,000,000.



And it turned the lodge into the 1,973-room palace that Versailles is today.

But Louis XIV's home fix-up is a drop in the bucket compared to the remodeling that's undertaken by 10¼ million men and women who read American Home. (That's 3,200,000 families.) Each month, a large chunk of American Home is devoted to exciting remodeling plans, useful tips and advice. And its readers respond in a really big way. That's to be expected. The only reason they buy American Home is to get ideas. 46.2% of them painted or redecorated their homes in 1958. Even larger remodeling projects were completed by another 17.2%. Some do it themselves. Others don't. But, either way, there's no denying that the remodeling job American Home readers do is the big, bigger, biggest.



NOW A CURTIS MAGAZINE

Networks Eye Rich, Growing TV Tape Field

NEW YORK, March 3—That $4,000,000 to $5,000,000 worth of tape commercial business is beginning to look mighty good to a lot of people. Among them: Network executives, movie studio heads and independent film producers.

One reason for their interest is the growth possibilities in this expanding area. They are so good that the above figure should be taken as no more than a jumping off point for the outlook for the annual take in contracts to be had for network and spot commercials.

Most aggressive network operator in this field is National Broadcasting Co., which saw the potentialities early. A special sales service unit that had concentrated on closed-circuit and kinescope assignments before tv tape has been very busy with tv tape work for the last six months. NBC executives think they have been handling more tape commercial business than any other company—network or independent.

■ CBS also has been very enthusiastic about the use of tape for commercials from the beginning. It was the first network to get tape machines in New York ready for agency use. CBS, according to agency men, has been active in a less organized way than NBC, with its unit of tape salesmen. But there has been no shortage of unofficial tape "salesmen" at CBS, with engineers, unit managers, broadcast operations executives and production personnel all helping to talk up tv tape.

Now, however, CBS has taken the first step toward the creation of a tape unit.

Last week John W. Hundley, manager of client relations for the operations department of the CBS Television Network, was put in charge of videotape sales. The network said his appointment was in "recognition of the growing importance of the use of tv tape in producing television commercials."

What this means is that CBS too will now have salesmen out looking for taped commercial business. Mr. Hundley is the nucleus of that sales organization, the rest of which will be set up later. Its size and form will depend on the flow of business.

■ NBC's 11-man telesales department has been headed by David Lown, who is leaving soon to become president of Intercontinental Television, S. A., Geneva, a new tv tape production company. His successor is expected to be named soon.

Since last September, NBC has taped more than 600 commercials, representing 2,400 to 2,500 individual takes, Mr. Lown reports.

The search for perfection at the expense of spontaneity represents one of the hazards of taping, Mr. Lown feels. At a recent forum he warned:

"Production-wise tape does funny things to people, particularly to the creative, control room personnel. In the first place, tape is not—as film certainly is—a director's medium. It's a performer's medium and the mental attitude and the emotions of the performer must be kept at a live show pitch.

■ "The people in the control room, once they see the versatility and the ease of taping, become hypnotized by it. Even the client falls under the same hypnosis. Re-takes are much too easy and you find taping sessions falling into a pattern of one take after another for the smallest faults in performance. In no time at all that indefinable spontaneity of a live show is lost and the performances become dull and uninspired. That defeats the whole purpose of tape and makes the end result polished but dull and uninteresting. This is by way of a plea to anyone involved in any future taping session. Don't fall into that fatal error. Keep it alive and spontaneous and exciting. That's the whole secret of successful taping."

■ NBC has turned the old "home" studio at 67th St. and Columbus Ave. in New York into a new teletape center. As re-designed, it includes a big studio and a smaller satellite studio. By April the network will have 14 tape machines in New York—12 Ampex and two RCA—and 12 on the West Coast. Nearly all of the tape facilities are equipped for color.

NBC's telesales department include four producer-salesmen, two unit managers and several production assistants. But there are lots of other people than this 11-man unit working on taping of sales messages at NBC. When the business comes in, a producer-salesman, who acts as an account executive to see that the agency gets just what it needs, calls on facilities operations for a director, producer, camera crew, script writers, etc.

■ Lawrence Ruddell, director of the recording department at ABC, told AA that the network has no plans at the moment for setting up a taping unit along the lines of the NBC pattern. There has been very little solicitation of tv tape commercials, which have been produced mainly at the request of and for the convenience of ABC advertisers.

Mr. Ruddell said there is always the likelihood that ABC may actively cultivate the field later if the network finds itself with idle tape machines and manpower.

Among the independents, the comers include Videotape Productions of New York, which is headed by an ex-CBS executive, Howard S. Meighan, and Telestudios, now a division of the diversified National Telefilm Associates. Last week John B. Lanigan, former Compton Advertising vp, was named vp and general manager of Videotape Productions.

■ The attraction of tape has brought about a number of marriages on working arrangements in production circles. Warner Bros. made an East-West reciprocal agreement with Filmways, which is expanding its taping facilities.

Screen Gems, the tv production-syndication subsidiary of Columbia Pictures, has bought Elliott, Unger & Elliot, New York producer of tv commercials, and will operate it as a Screen Gems division. #

Myrbeck Has Profit-Sharing

S. Gunnar Myrbeck & Co., Quincy, Mass., has instituted a profit-sharing and retirement plan for employes with the agency for 18 continuous months. Of every dollar of profit after an agreed investment return, 50¢ is put into the fund. The Myrbeck agency has 75 employes, with an average age of 30 years.

Simon & Gwynn Gets 2, Drops 1

Simon & Gwynn Advertising, Memphis, has been appointed to handle advertising for Farber Bros. and Schilling Motors, both Memphis. The agency also has resigned the advertising account of American Tea & Coffee Co., Nashville.

Elliott to Cockshutt Farm

John S. Elliott, formerly with American Motors, has been named director of marketing of Cockshutt Farm Equipment Ltd., Brantford, Ont.

SPEAKERS AT NSPRA's NATIONAL CONVENTION IN CHICAGO WERE KEPT WITHIN THEIR ALLOCATED TIME BY USE OF A TRAFFIC LIGHT. WHEN IT FLASHED GREEN THE SPEAKER STARTED. AN AMBER LIGHT WARNED THAT TIME WAS RUNNING OUT. A RED LIGHT ORDERED HIM TO STOP. IN CASE THE RED LIGHT FAILED ITS PURPOSE, A BELL RANG.
GO!
WARNING
STOP!
CLANG-G-G CLANG!
DELEGATES WALK

SPEAKERS' WARNING—*National Standard Parts Assn. convention speakers are brought to a clanging halt—if the red light fails—in a speakers table gimmick designed to curb long-windedness.*

TV Tape Important as Future Spot Sales Tool, Cantwell Says

NEW YORK, March 3—Alexander Cantwell, head of live production at Batten, Barton, Durstine & Osborn, last week detailed the effects that tv tape has had and is expected to have on the tv business.

Mr. Cantwell, who has probably had as much experience with tape as any agency man in the country, spoke before the time buying and selling seminar of the Radio & Television Executives Society. He said that BBDO has not "done a live commercial in a nighttime network show for six months—with just a few exceptions." And more and more of the agency's daytime commercials are being taped, he said.

Tv tape, the agency man said, has been accorded a "fantastic" acceptance in every quarter. This acceptance brought a tremendous increase in the number of advertisers who decided to take a whirl at "live" commercials, now that they were safe and foolproof.

It also attracted large numbers of advertisers with a pioneer spirit, who wanted to be first, or among the first, to try this new thing, tv tape, he said.

■ Mr. Cantwell predicted that tv tape will eventually play an important role in spot tv. Noting that there are 70 stations in 26 states now equipped with tv tape recorders, he suggested that tape will become a key spot tool when quality mass duplicating has been perfected.

"But even more interesting than sending canned spots to local stations will be the reverse, when stations make spots and send them to us for approval," he said. "We will then be able to make local live buys with some guarantee that what we buy is put on the air. A local station equipped with a tv tape recorder can send back to New York either a pre-recording or a post recording of the commercials as they actually will be or were broadcast.

"In some cases the advertisers may insist that the station pre-record the live commercials, send them to New York for checking and then have them returned to the station for broadcast," he said. "Such a facility never existed before, but it is now already being used by several clients."

Mr. Cantwell also emphasized the potential economic advantages of taped commercials. If several commercials are taped in a group for use over a period of time, the cost of a single "live" commercial could be brought down from approximately $900 each to about $50 each—if repeated enough to amortize the cost, he said. #

Two Named Space Sales Reps

Jim Summers Associates, Chicago, has been named midwestern space sales representative, and Duncan Scott & Co., San Francisco, western space sales representative of *Sound Merchandising*, New York, a publication devoted to the sales, installation and maintenance of commercial and industrial sound and sight systems by sound contractors.

Rennie Joins KHOW, Denver

Orville Rennie Sr., formerly director of promotion and public relations of KOA Radio, Denver, has joined KHOW, Denver, as director of station relations.

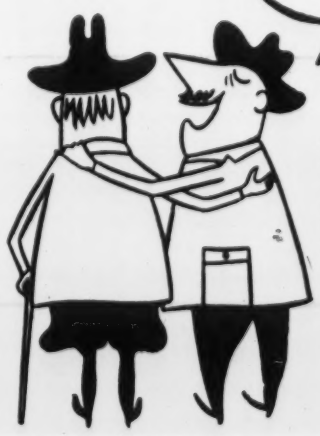
LEWIS-HOWE is one of many leading companies making major investments on CBS Radio since PCP. Best new prescription for advertising efficiency! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

Leader in the Western Equestrian Field
104,516—June 30, 1958 ABC
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

As Mr. Mason said to Mr. Dixon: The Atlantic City Press Covers the South... South Jersey that is...



And, as Mr. Dixon might reply:—The Press not only blankets its home market of Atlantic City . . . it is the only morning paper that provides consolidated coverage of Southern New Jersey's three rich counties—Atlantic, Cape May and Cumberland—where separate local editions bring your message to over 200,000 customers daily.

You MUST use the Atlantic City Press . . . to get your share of this concentrated buying power . . . $521,423,000.00 in retail sales.

Atlantic City Press

Southern New Jersey's "Good Morning Newspaper"
Rolland L. Adams, *President*
Scolaro, Meeker & Scott, Inc., *National Representatives*

Coming Conventions

*Indicates first listing in this column.

March 13-14. Virginia Press Assn., annual Old Dominion advertising conference, Motor House, Williamsburg, Va.

March 15-18. National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago.

March 18. Magazine Publishers Assn., annual conference on the economic outlook, Hotel Pierre, New York.

March 24-26. Point-of-Purchase Advertising Institute, 13th annual exhibit, Palmer House, Chicago.

April 1. Assn. of National Advertisers, Advertising Research Workshop, Hotel Pierre, New York.

April 1-3. Sales Promotion Executives Assn., annual conference, Hotel Roosevelt, New York.

April 2-3. Life Advertisers Assn., eastern roundtable, Hotel Barbizon Plaza, New York.

April 5-8. National Retail Merchants Assn., sales promotion division, Eden Roc Hotel, Miami Beach.

April 7. Premium Assn. of America, 26th national conference, Navy Pier, Chicago.

*April 10-11. West Virginia Broadcasters Assn., annual spring meeting, Press Club, Charleston.

April 12-16. Assn. of National Advertisers, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Cal.

April 12-16. National Business Publications, annual spring meeting, Jokake and Paradise Inns, Phoenix, Ariz.

April 20-23. American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

*April 23-24. Assn. of National Advertisers, workshop on planning and controlling advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-25. American Assn. of Advertising Agencies, annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 26-29. National Assn. of Transportation Advertising, annual convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30. International Advertising Assn., annual convention, Hotel Roosevelt, New York.

April 30-May 3. Advertising Federation of America, Fourth District, Tides Hotel and Bath Club, St. Petersburg, Fla.

May 3-5. Magazine Publishers Assn., annual spring meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

May 4-6. Assn. of Canadian Advertisers, 44th annual conference, Royal York Hotel, Toronto.

*May 6-8. Public Utilities Advertising Assn., annual convention, Sheraton Hotel, Dallas.

May 17-20. National Newspaper Promotion Assn., national convention, Hotel Deauville, Miami Beach.

May 20-22. Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

May 21-22. American Marketing Assn., Montreal chapter, conference on "Montreal, Canada's Keystone Market." Queen Elizabeth Hotel, Montreal.

May 24-27. Associated Business Publications, 53rd annual meeting and management conference, Skytop Lodge, Skytop, Pa.

June 7-10. Advertising Federation of America, 55th annual convention, Hotel Leamington, Minneapolis.

June 8-11. Outdoor Advertising Assn. of America, national convention, Sherman Hotel, Chicago.

June 12-16. National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17. National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 17-19. American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 21-24. Newspaper Advertising Executives Assn., summer meeting, The Homestead, Hot Springs, Va.

June 22-26. First Advertising Agency Group, 31st annual conference, Belmont Hotel, Cape Cod, Mass.

June 28-July 2. Advertising Assn. of the West, 56th annual convention, Tahoe Tavern, Tahoe City, Cal.

June 28-July 4. National Advertising Agency Network, annual management conference, Del Monte Lodge, Pebble Beach, Cal.

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

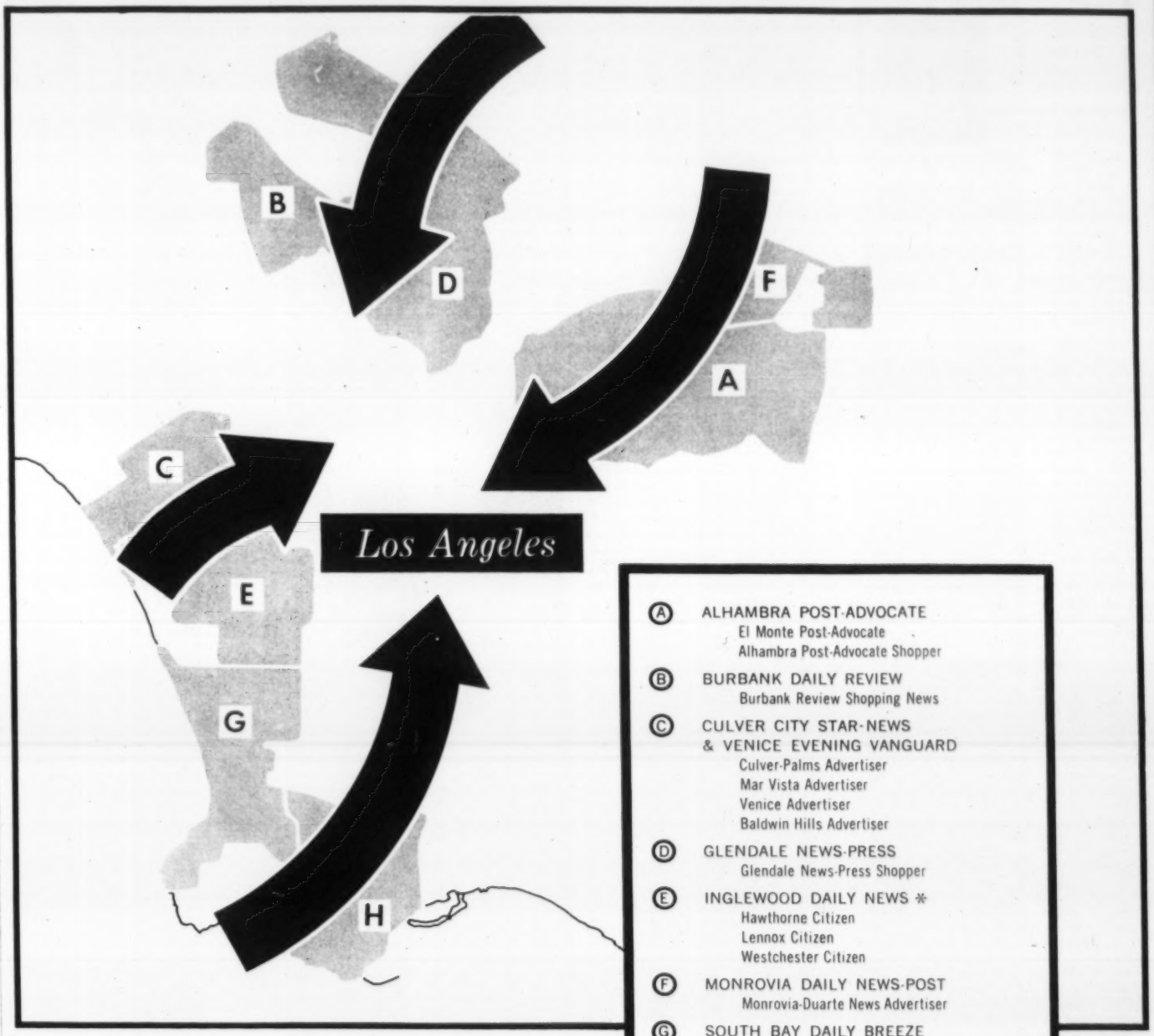
Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Holtz joins Bob Wettstein

G. R. (Jerry) Holtz, formerly sales and advertising manager of Farr Co., Los Angeles manufacturer, has joined Bob Wettstein & Associates, Los Angeles, as a sales representative for *Chemical Processing, Food Business, Food Processing, Plating* and *Power Industry*.



Ⓐ ALHAMBRA POST-ADVOCATE
El Monte Post-Advocate
Alhambra Post-Advocate Shopper

Ⓑ BURBANK DAILY REVIEW
Burbank Review Shopping News

Ⓒ CULVER CITY STAR-NEWS & VENICE EVENING VANGUARD
Culver-Palms Advertiser
Mar Vista Advertiser
Venice Advertiser
Baldwin Hills Advertiser

Ⓓ GLENDALE NEWS-PRESS
Glendale News-Press Shopper

Ⓔ INGLEWOOD DAILY NEWS *
Hawthorne Citizen
Lennox Citizen
Westchester Citizen

Ⓕ MONROVIA DAILY NEWS-POST
Monrovia-Duarte News Advertiser

Ⓖ SOUTH BAY DAILY BREEZE
(Redondo Beach, Hermosa Beach, Manhattan Beach)
South Bay Breeze Advertiser
South Bay Breeze Peninsula Advertiser

Ⓗ SAN PEDRO NEWS-PILOT
San Pedro News-Pilot Advertiser

* Included in the Group Buy, but not members of the Copley organization

THE COPLEY NEWSPAPER GROUP:

Smart Strategy in the LOS ANGELES MARKET!

To invade the sprawling Los Angeles Market, buy the Copley Los Angeles Group: 8 daily newspapers, plus their 15 supplementary weeklies, with a total circulation of 421,133. One order — at one discounted rate — buys the entire combination!

The Copley Los Angeles Newspapers reach deep into the thriving communities which surround the city itself. That means penetrating coverage of Los Angeles "at home" . . . and, for test campaigns, a thorough sampling of income groups and buying patterns.

Remember, the Copley Los Angeles Group is yours with one order . . . one billing . . . one combination rate: $1.38 a line.* You save 31%, as compared with total individual rates, and you get coverage of 31 key communities. What's more, you can count on strong merchandising support at the local level.

For the full, up-to-the-minute story of this great Group Buy, contact any office of the WEST-HOLLIDAY CO., INC.

Circulation total (January 1959) includes 102,612 A.B.C. Daily Paid; balance Guaranteed Controlled Circulation.

*Rate in effect January, 1959. Subject to change.

"The Ring of Truth"

COPLEY NEWSPAPERS

THE GREATER LOS ANGELES GROUP

Paste Paper ALWAYS With Best-Test
BEST-TEST PAPER CEMENT
A Rubber Adhesive
NO WRINKLING CURLING SHRINKING
"BEST-TEST" never wrinkles — curls — shrinks. Excess rubs off clean.
FOR THE GRAPHIC ARTS A MUST
A size for every purpose. Sold by Stationery, Artist Supply and Photographic Dealers everywhere.
UNION RUBBER & ASBESTOS CO. TRENTON, N. J.
BEST-TEST MAKES PASTING A PLEASURE

Call Off The Hidden Persuaders

by
Bert Ferguson
Exec. Vice-President,
WDIA

It didn't take the Hidden Persuaders and Motivation Research boys to discover: THE MEMPHIS MARKET IS DIFFERENT!

And unless *you* know a few pertinent facts, you may be missing high volume sales in 40% of this great and growing market! This 40% consists of the Negroes in the Memphis market area.

FACT NO. 1:
IN A CLASS BY ITSELF!

Low Negro newspaper and magazine readership and low percentage television ownership among Negroes means that you can't reach the Negro with these media. And you don't reach the Memphis Negro with any other radio station, with entertainment and programming exclusively for his tastes. What's more, through an outstanding public service program, WDIA has become a vital part of his daily life.

This unmatched personal appeal commands the Negro's loyal, sales responsive listenership. He *first* listens to WDIA—*then* buys!

BIG BUYING MARKET!

America's only 50,000 watt Negro Radio Station . . . only 50,000 watt station in the Memphis area . . . WDIA reaches and sells 1,237,686 Negroes. Almost 10% of the Negro population of the entire United States! The biggest market of its kind in the entire country!

And, it's not just a big market. It's a healthy growing market! Negroes —who make up over 40% of the Memphis market area—have contributed greatly to the region's steadily prospering economy. They have a greater income than ever before. They have the means to trade themselves up . . . they're doing it!

This big buying market spends, on the average, 80% of its income on consumer goods! And last year, that incomed added up to an overwhelming $616,294,100 total!

Last year, Negroes in the Memphis market bought 63.7% of the cooked cereals sold in Memphis . . . 41.6% of the bread . . . 48.7% of the salad dressing . . . 47.9% of the sugar . . . 45.1% of the household waxes and polishes!

Is there any wonder that WDIA consistently carries more national advertisers than any other station in Memphis? This impressive list of year-in, year-out advertisers includes: WONDER BREAD . . . PROCTER & GAMBLE . . . CAMEL CIGARETTES . . . BRER RABBIT SYRUP . . . TETLEY TEA . . . NATIONAL BISCUIT COMPANY . . . KENT CIGARETTES . . . RALSTON CEREALS.

WDIA—and WDIA alone—sells the Memphis Negro market! WDIA can wrap up this high volume market for you—in one neat package!

Write us today for facts and figures. Let us show you how WDIA can be a high-powered selling force for you . . . in this big buying market!

TOP RATED
BY ALL IDIENCE SURVEYS
FI . TEN YEARS!

WDIA IS REPRESENTED
NATIONALLY BY
JOHN E. PEARSON COMPANY

EGMONT SONDERLING, President
ARCHIE S. GRINALDS, JR., Sales Manager

Sun Hardly Ever Sets on J. Walter Thompson

(*Continued from Page 2*)

agency, Dentsu Advertising, controls the bulk of billings through agencies. The JWT account roster in Tokyo reads very much like the international account roster in New York—Pan Am, Douglas, Burroughs, Champion Spark Plug, Kodak, Chesebrough-Pond's. It is not, however, a completely "imperialistic" picture. JWT, Tokyo, also services Asahi Gold Label beer, Hayakawa Rubber (boots), Mikimoto pearls and Rootes Motors (Hillman Minx and Isuzu trucks).

Mr. Meek, who has seen Thompson's domain expand to every corner of the world during the past 33 years, does not look upon this activity as an adventure in empire building.

■ "We are not interested in running a lot of agencies as such," he says emphatically. "We want to have a facility so that a manufacturer can extend his know-how wherever in the world he wants.

"Anyone could have done what we did. There's no magic to it. All you need is time, hard work, and money. We had to learn this business—and we are still learning it. What we have here is a great laboratory of experience. The question we're always asking is: How can we do it better?"

Thompson offices abroad were invariably opened by Thompson men from the U.S. Stanley Resor has made it clear that what the company wants throughout the world are not merely offices but Thompson offices. In the opinion of many observers, this has been the most remarkable achievement of the entire JWT international operation—the duplication of the Thompson image in many different places.

■ James Webb Young, who had a good deal to do with the agency's international development, says the most amazing thing, to him, is that he can walk into a Thompson office anywhere in the world—even those manned completely by non-Americans—and feel "at home."

Douglas M. Saunders, chairman of the British company, says a JWTer transplanted from New York to London wouldn't know he's in a different office once he had learned the names of his colleagues. Sam Meek says the office girls in India wear saris—otherwise it's the same operation.

■ The J. Walter Thompson philosophy has never been codified. One is supposed to absorb it by osmosis. Talking about the international operations, though, Mr. Meek puts his finger on some of the principles.

"We believe we must feed up from the bottom," he explains. "We have this thing we call cross-fertilization. It's the best way we know how to describe it. What it means is that the man in Bombay is a candidate for Los Angeles manager.

"We are not interested in sending anyone abroad who couldn't be part of the picture here one day. We sent Bill Moore to Brazil; then he went up to Detroit to work on Ford trucks, and now he's here in New York. We have a man in India who has worked for us in London, Berlin and Alexandria. Bob Dennison—he's in New York now—was our manager in Rio.

■ "We want everyone to feel that geographical boundaries don't exist in a professional creative business—*that's the key to it.*

BOB DENNISON, *now a vp in New York, as he looked when he was manager of the Rio de Janeiro office.*

"Some people around here don't realize it—maybe because they haven't been around long enough —but we don't use the word, 'export.' We don't have any 'export' accounts. Another word we don't like to use around here is 'foreign.' And we don't have any 'branch' offices. We have international Thompson offices.

"What we do in our smallest office reflects on Thompson. We don't try to be a French or Italian agency. We're not American either. We are a world company."

■ It was Thompson's readiness to become a world company that enabled the agency to participate so fully in the worldwide economic growth of the past decade.

JWT billed about $55,000,000 worldwide in 1941. It more than held its own during the war years, adding a host of new clients and applying its communication skills to various wartime projects. In Britain, the JWT subsidiary, British Market Research Bureau, supplied market data to help the government organize wartime rationing; in India, JWT opened an office in New Delhi in 1942 primarily to handle government advertising on fuel and food rationing.

JETZT GIBT ES LUX—*This German ad for Lux is part of the multi-lingual job Thompson handles for the many-faceted, worldwide Lever marketing organization.*

J. Walter Thompson International Billings*

Worldwide Total: $88,650,000
Employes: 3,150

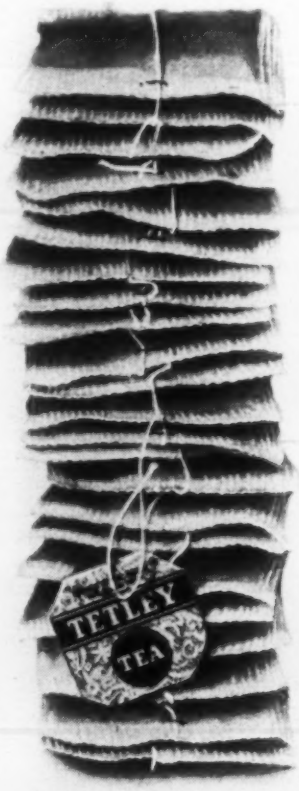
Country	Billings	Employes
Great Britain	$32,000,000	950
Canada	12,000,000	230
Australia	7,500,000	250
Germany	6,000,000	160
Brazil	5,000,000	280
India (including Ceylon and Pakistan)	4,000,000	500
Mexico	3,500,000	125
France	2,800,000	90
Belgium (including Amsterdam)	2,500,000	100
Argentina	1,700,000	120
Philippines	1,000,000	60
Italy	750,000	30
South Africa (including Nairobi)	4,000,000	125
Chile	750,000	45
Peru	750,000	40
Japan	250,000	35
Uruguay	150,000	10
New York (including Puerto Rico, Cuba, Venezuela and Colombia)	4,500,000	
Totals	$88,650,000	3,150

* Advertising Age estimates.

000,000—$15,000,000 of it in international business. It was poised for a postwar expansion, but results went far beyond anticipation. Not even the ever-optimistic Arno Johnson would have predicted in 1946 that 12 years later the agency's *international* billings would exceed Thompson's *total* billings in 1946.

■ In London, JWT's importance on the local scene received significant recognition during the war. In addition to helping on the rationing problem, JWT became one of the agencies employed by government ministries for public service messages.

"At one time or another," the late Harold Stansbury reported, "JWT helped to exhort—excuse me, I mean persuade—the citizenry to save fuel, eat carrots or cabbage or dried egg, come out of the kitchen or counting house and go into the munitions factories, or come out of the munition factories



TETLEY TEA uses one radio network: CBS Radio. For those tiny little tea leaves, only the best will do! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:
42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

FIRST IN CANADA IN

Again in 1958, and for the seventh consecutive year, La Presse has published more Department Store lineage than any other newspaper in Canada:

7,207,120 LINES

DEPARTMENT STORE ADVERTISING LINEAGE

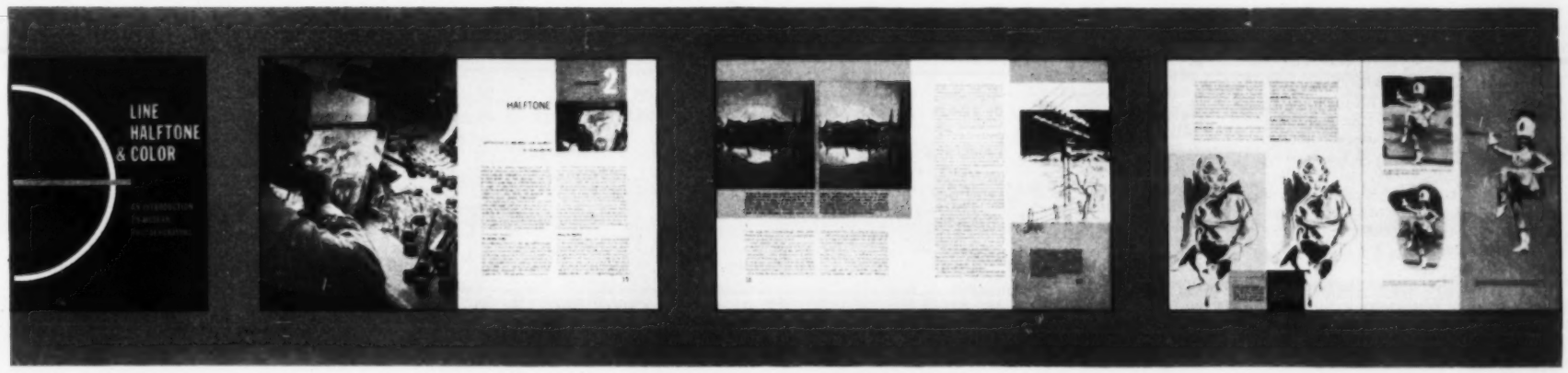
We are thankful to the five Montreal Department Stores to whom La Presse owes its LEADERSHIP. This is an indisputable proof of the purchasing power and responsiveness of our readers.

LA PRESSE
HEAD OFFICE: MONTREAL, CANADA
U.S. REPRESENTATIVES: SHANNON & ASSOCIATES INC.

The A, B, C's... and X, Y, Z's of photoengraving today in

LINE HALFTONE & COLOR

This effectively illustrated book, *with visual demonstrations of fine points in full color, fills a need that has been felt by everyone who buys or specifies photoengraving, prepares art copy for reproduction, or teaches graphic art for advertising. It presents the A, B, C's of photoengraving in clearer and more contemporary order than older guides... and it also describes some X, Y, Z's in the form of new developments that are unknown to people in advertising and the graphic arts who have not kept in close touch with the technical advances in letterpress reproduction.*



This book is not for sale. *It is published by members of the American Photoengravers Association as a contribution to better knowledge of today's photoengraving methods and standards. As APA members we are happy to participate in the publication and free distribution of this needed and useful guide. We have purchased a number of copies which are available on request to our customers throughout America and members of their production staffs. While our supply of copies lasts, we will honor requests from educators in advertising and the graphic arts.*

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant for letterpress and gravure

333 WEST LAKE STREET · CHICAGO 6, ILLINOIS

and go into the Women's Services."

This wartime activity paved the way for the postwar advances. In the middle of the war Thompson's London office addressed the following message to British advertisers:

"Some manufacturers are asking themselves why they should advertise at a time when they can sell all they can produce without an inch of advertising.

"The answer is that they needn't—if they are in business only for the duration. But if they hope to participate in the economic recovery after the war, they will enjoy an enormous advantage if they have ensured that their names and their products shall not be forgotten in the meantime."

■ Back in New York, Thompson was singing much the same tune during the war and harvesting clients the way a squirrel collects nuts for the long winter ahead. Three of these new accounts—Pan American World Airways, Ford Motor Co. and Radio Corp. of America—enabled the agency to expand its Latin American operations before the war was over.

An office was opened in Mexico City in 1943, and the following year JWT opened in Santiago de Chile.

To take on Ford, the JWT offices in Brazil and Argentina resigned their General Motors accounts—relationships dating from the founding of these offices. Local General Electric accounts also had to be resigned to accommodate RCA.

The Pan Am and Ford accounts (RCA was later lost) were key acquisitions for an internationally-minded agency.

■ Thompson went all over the world for General Motors after World War I. But when automobile export sales foundered in the depression, GM decentralized overseas operations. GM companies abroad now have their own names (Opel, Vauxhall, Holden), operate fairly autonomously and do not draw attention to their U.S. parentage.

Ford, on the other hand, has maintained a family coordination. A Ford company anywhere is known as a Ford company. And since 1943, when it got its first piece of Ford billing, JWT has steadily enlarged its share of the business.

Thompson now handles a worldwide institutional campaign for Ford; it services Ford throughout Latin America; it handles the big Ford subsidiary in Germany; and it recently went to work for Ford in Canada. JWT, London, has cast longing eyes on the big Ford account there, but since the N. W. Ayer-Ford and GM-JWT relationships of prewar days, no American agency has been able to get near these accounts in Britain.

■ Pan Am was, of course, a natural for an international agency. It began transatlantic service in 1939, and it came out of the war the world's leading air carrier—and a multi-office client of JWT.

From Pan Am, JWT moved on in 1948 to Panagra, the Latin American airline owned jointly by Pan American and W. R. Grace & Co. And from Panagra, it was another logical step to W. R. Grace, a company with extensive manufacturing and marketing operations in Latin America.

Thompson began working for Grace in Chile in 1951. With the Panagra and Grace accounts, the Santiago office became the largest agency in Chile. And the Panagra-Grace combination assured JWT a successful entry into Peru in 1956.

■ The world did not recover overnight from the devastation of war, and Thompson's growth, predicated on such a recovery, awaited economic and political reconstruction.

Paris was not reopened until 1949. An Italian office—which Thompson did not have before the war—was not established until 1951. Germany was not reentered until 1953.

The Antwerp office was reactivated in 1946. It had actually never closed. The manager, Myron Cerny, maintained the office throughout the war, using it occasionally as a front for his underground activities. Mr. Cerny, whose life was probably shortened by the tremendous physical beating he took during the Occupation, remained as Antwerp manager until his death in 1955.

■ While the war-torn nations were getting back on their feet in the immediate postwar years, U.S. companies were preparing for an unprecedented international expansion. Old JWT stalwarts—Kraft, Kodak, Standard Brands, Pond's, J. B. Williams—resumed their activity; and they were joined by JWT's postwar "babies": Douglas Aircraft, Burroughs, *Reader's Digest*, Champion Spark Plug.

These clients, whose marketing operations span the globe, provided Thompson with a resilient springboard for expansion. To service them, JWT has opened 14 offices in 12 countries in 10 years.

Between 1948 and 1958 U.S. advertising volume doubled, but Thompson's business nearly trebled, with the international sector accounting for the difference.

JWT became the first advertising agency to bill $100,000,000 in 1947; at that time, international billings were about $20,000,000. In 1954, it became the first agency to bill $200,000,000, with international contributing about $45,000,000. In 1958, the agency crossed the $300,000,000 mark, and the international portion weighed in with nearly $90,000,000.

The billings growth has been accompanied by a radical change in the employe structure. JWT entered 1959 with 3,100 employes abroad, compared to 2,400 at home.

■ It is Thompson's oldest international office—London—which has racked up the most impressive postwar gains. No longer regarded as an interloper, JWT, London, emerged from the war in robust condition and blazed a pace-setting path in British advertising.

It did so under a new management and a new roof. Rae Smith, an American left in charge by Sam Meek in 1931, died in 1946, and two Britons—William Hinks and Douglas M. Saunders—succeeded him as co-managing directors. Also in 1946, JWT moved from its nondescript offices in Bush House to a reconverted mansion in Berkeley Square—in the heart of the posh Mayfair district that was to become in the postwar years the Madison Ave. of Britain.

■ It was, in some ways, a repetition of the depression years: JWT forged ahead in the face of adverse economic conditions. The British electorate had given a clear mandate to a party dedicated to socialism; the government was the country's largest advertiser; food rationing remained a feature of British life until 1954; the home market was sacrificed in favor of export markets; wartime rationing of newsprint continued, reducing newspapers to a fraction of their prewar size and curbing advertising.

In short, Britain was rebuilding, and consumer products advertising was not deemed particularly vital to this task. In fact, during the 1948-49 fiscal year, manufacturers cooperated with the anti-inflation program of the government by voluntarily reducing their advertising expenditures 15% below their 1947-48 level.

In 1949, Britain took the drastic step of devaluating the pound from $4.03 to $2.82. In New York, this meant that the value of JWT's British billing was automatically reduced about 20%.

■ The British pound—and JWT—survived this crisis handsomely. By 1950, when Britain was beginning to turn the corner, news of a singular event in British advertising history circulated in London ad shops: J. Walter Thompson had become the No. 1 billing agency in the United Kingdom. The time—1950—was exactly 25 years after an American adman by the name of Sam Meek arrived in London to build up the office.

Thompson, in 1950, had a force of 250 people in Britain and billings in excess of $8,000,000. In the next seven years—as the British economy surged forward, as commercial television was adopted and as advertising volume doubled—JWT rode the tide with full-blown sails. By 1953, there were 400 people and $15,000,000 in billings. In 1958, JWT, London, had a payroll of 900 and billings were in excess of $30,000,000. Of the 900 employes, 250 work for British Market Research Bureau.

■ Accounts have flocked to Berkeley Square. The big postwar acquisition from Unilever was Persil, Britain's top-selling soap powder. It is one of Britain's few £1,000,000 ($2,800,000) accounts today. Familiar names such as Kellogg, Royal baking powder, Kraft, J. B. Williams, Champion Spark Plug, Campbell Soup, Johns-Manville, Burroughs, Douglas, Pan Am and Chesebrough-Pond's grace the roster, but they have been matched by such British bluebloods as the Stock Exchange, Braemar Knitwear, Courtaulds, Addis, *The Observer*, the National Coal Board, the National Trust and the Steel Co. of Wales.

Industry public relations accounts have become a JWT specialty in London. The agency works for the Wine & Spirits Assn. of Great Britain, the French National Committee for Wine Publicity, South West African Persian Lamb, Milk Powder Council, New Zealand Meat Producers Board, the Cheese Bureau and the Butter Information Council (despite the Kraft margarine account).

■ An ironic symbol of JWT's ascendancy in the British advertising world was the election of Douglas Saunders—chairman of JWT, London—as president of the Institute of Practitioners in Advertising in 1957. The IPA is the British equivalent of the American Assn. of Advertising Agencies; when it was formed in 1927, U.S.-owned agencies were excluded from membership. Mr. Saunders, who was re-elected in 1958, is the first head of an American agency to hold this position.

JWT's strength in Britain has radiated throughout the international grid. London has become—like New York—a source of accounts and manpower.

Beecham, Scott & Bowne, Reckitt & Colman, Unilever, Horlicks and Rowntree are among the leading British advertisers which have assigned business to Thompson offices in other countries. Rolex Watch is an international account which London coordinates throughout the world—with the exception of the U.S., where JWT handles Elgin.

■ British admen have played leading roles in the postwar expansion. An Englishman, Denys Scott, reopened the Paris office in 1949. New York sent David James from London to Italy in 1951 to open the Milan office. Oxford-educated Thomas Sutton was given the important job of reintroducing JWT in Germany in 1953. Another Englishman, John Humphries, now manages the Antwerp office.

Buttressed by New York and London, Thompson's international offices have been able to take full advantage of national opportunities.

In West Germany, for example, Tom Sutton and his staff have succeeded in five years in building an agency that may one day rival London in strength and influence. JWT employs some 160 people now in Frankfurt. They handle more than $5,000,000 in advertising for such clients as Ford, Dunlop Tire, Nestle, S. C. Johnson, Lever (Lux), Pond's, California Raisin Advisory Board, Florida Citrus Commission, Kraft, Sohnlein champagne, Sprengel chocolates and Gloria cigarets.

■ On the other side of the world J. Walter Thompson companies have turned in comparable performances in the postwar years. Now rounding out 30 years of operation in India and Australia, JWT is the leading agency in both of these countries, a fixture on the scene.

In Australia, where 10,000,000 people live in an area as large as that of the U.S., the JWT offices in Melbourne and Sydney moved ahead rapidly after the war as the country embarked on an industrialization program. Capital poured into the country (U.S. private investment there trebled between 1949 and 1955), resulting in new industries, new products and a threefold expansion in advertising expenditures.

■ Under the direction of Lloyd R. (Deke) Coleman, who became manager in 1942 after the Germans chased him out of Europe, JWT-Australia prospered, becoming the agency's third largest overseas operation from the standpoints of employes (250) and billings ($7,500,000). Mr. Coleman stepped aside in 1958 to turn the management over to a group of Australians headed by Tom Carruthers and John Sharman. Mr. Coleman still serves on the board of directors.

Among the Australian accounts in the JWT bailiwick are the expected ones—Champion Spark Plug, Douglas Aircraft, Pan Am, Burroughs, Kraft, Reckitt & Colman, Horlicks, Chesebrough-Pond's and *Reader's Digest*—but also American Home Products, Jantzen, Kellogg, MacRobertson candy, Weston Biscuit, Remington Rand, Rheem, Olivetti, Philip Morris, Pabco paints and Arthur Murray dance studios. In addition, Australia is the only place in the world where JWT handles advertising for Coca-Cola.

■ In India, J. Walter Thompson is king, its position earned by its long presence on the scene and its many contributions to the practice of advertising. The Indian advertising industry, with its Audit Bureau of Circulations and its 15% media commission, has been shaped to a great extent by J. Walter Thompson.

These U.S.-based standards have been pioneered in India by Edward J. (Peter) Fielden, sometimes called the "father of Indian advertising."

Mr. Fielden, an Englishman, was hired by Sam Meek in London as an art director. He went out to Bombay for Thompson in 1930, when the staff numbered 15. He is still there (in the Lakshmi Bldg. on Sir Pherozeshah Mehta Rd.), but now he manages a four-office, 450-man operation in India and keeps an eye on the Ceylon-

How the "Call-up" affects the Women of Britain

An official explanation of Registration and Compulsory Call-up

Single Women

Born in 1920 and 1921

The call-up will take place by stages. Where you are called up will depend chiefly on your age, partly on the work you are doing.

You may have been asked to say whether you would prefer the Services, the Civil Defence or war industry. As far as possible your preference will be met, but in particular job you are required to take will depend on the national need at the time.

If your preference is for the Services, you should know that you are called up, when you will get an subsequent notice. From January 1941, 1942 onwards, women born in 1920 and 1921 entered themselves voluntarily for the Women's Auxiliary Services.

If you choose industry you will get a direction and will probably be directed into a Royal Ordnance Filling factory, but you may be able to get into other industries work, especially for engineering, or agriculture, or industrial work if you are specially suited for it. You can volunteer for any industrial work you like, and in this case you only get a job through the Employment Exchange if you fail to find one of the same jobs to choose from or if you were being called up.

If you are told have to be prepared to leave home and go where you are sent, unless this would mean exceptional hardship.

If you have specialised skill or training you will be directed to work where it can best be used in the national interest.

If you are already in certain reserved work you will not be called up and in most cases you cannot volunteer for employment from the Ministry of Labour. The Exchange will tell you whether this work is one of the latest and are not available on work you will then have to send your preference as above.

You can volunteer for nursing at any time before you get your calling-up notice or direction.

Born in 1919 to 1919

Your age groups have already registered and most of you have been interviewed (see note on "What happens after registration?"). Some are being interviewed now. At your interview you will be given an opportunity of volunteering for one of the Services or you will be told what form the Services of training you will be asked to do. You may, if you wish, volunteer for one of these Services and take no job, before interview, through an Employment Exchange. If you are not sent, read the section, "If you are in a job." You will not be directed into a job, but if you volunteer you will be placed in the work you prefer.

You must be prepared to leave home and this would mean exceptional hardship.

Born before 1919

Some of you have registered and others will be registering shortly.

If you have registered for the nursing service for Women born in 1918 to 1919. It applies also to you.

If you have not registered you are not likely to be asked to join the Services or war industry (but if you do want to work, at this section, if you are 18 a job.)

Born in 1922 and 1923

You will register with your age group and will receive a notice for registration. You can volunteer now for the Services or for nursing or for munition work. If you are in work, see the section, "If you are in a job."

Women with domestic responsibilities

You will be dealt with according to your age group, but if you have domestic responsibilities which make it impossible for you to take a job you will not be expected to do so. You may be asked to discuss your position with an independent woman friend. If you are directed to take a job you are able to appeal to an independent board.

What is registration?

Every British woman in Great Britain, whether married or single, has to go to a local office of the Ministry of Labour on the day her age group is called and give certain facts about herself. (There are a few exceptions such as women already in the Women's Auxiliary Services.) This information is used by the Ministry of Labour to decide what women are available to go into war service.

Women born in the years 1908 to 1921 were registered by February 7th, 1942, and it has been announced that women born in 1907, 1906 and 1905 will register fortnightly beginning on February 21st.

What happens after registration?

Registration is normally followed by an interview.

The only women who are not called for interview are those with children of their own under 14 living with them, and those already in important work.

Everyone else is called for interview beginning with those who are not in jobs. Don't think that something has gone wrong if you have not been called up soon.

When you are interviewed (or whether you are interviewed or still depends on the kind of work you are doing. Even though your present work may be important, you may be interviewed with a view to arranging for an older woman to take your place, releasing you for more active work.

Your employer is always consulted before you are called for interview.

What is compulsory service?

Compulsory service may take one of two forms:

1 — compulsory call-up to the Women's Auxiliary Services or other national service organisation. You can volunteer now for the Services or for nursing or for munition work. If you are in work, see the section, "If you are in a job."

2 — compulsory call-up to work in industry (commonly called directed work).

The compulsory call-up to the Women's Auxiliary Services applies only to single women and widows without children, and at present to those who were born in 1920 or 1921. (But read the section dealing with these age groups.) It may be extended to other age groups.

A compulsory direction requires a woman to go to any civilian job. If she disobeys it, she is liable to be prosecuted.

Volunteering

Whatever you are thinking of doing, whether volunteering for the Services or any war job, you should always consult the Employment Exchange first. A woman between 20 and 31 (years of age must get her job through an Exchange. This is made compulsory under the Employment of Women (Control of Employment) Order which came into force on February 16th. (There are some exceptions to this which the Exchange can tell you about.)

If you are in a job

If a woman who is already in a job volunteers for the Women's Services or Civil Defence, the Exchange always asks her employer whether he wants to make a case for keeping her because of the importance of her present work. But it is only if she is in work very important that the Exchange will refuse on these grounds her application to join up.

If your job is one covered by an Essential Work Order (if it is, there will be a notice up where you work), you cannot leave it to volunteer or for any other reason, without the permission of the National Service Officer of the Ministry of Labour.

If you do not know whether you should or may leave your present work, ask at your local Employment Exchange.

Appeals

If you are in the 1920 or 1921 age group being called up, you can appeal to an independent tribunal on grounds of conscience or exceptional hardship. If you are in the older age groups, you can appeal to an independent Board against your compulsory direction. You will be told how to do this by the local office of the Ministry of Labour at the right time.

Services and War Work for which women are wanted now

SERVICES	INDUSTRIAL WORK
Women's Auxiliary Services	Munitions (including iron and steel, chemicals, radio, and electric cables,
Civil Defence	Light alloys
Nursing Services	Timber production
Women's Land Army	Post Office engineering
Navy, Army and Air Force Institutes	Domestic work in hospitals, canteens and hostels for munitions and armament works
	Transport service, including maintenance

Local jobs for those who cannot leave home to replace those who can

Married Women

and Mothers of Young Children

Mothers of young children

You register with your age group, but if you have a child of your own under 14 living with you, you cannot be called up for the Women's Services and you will not even be asked to come for interview after registration.

You can volunteer, as so many of you already have done, for war work or Civil Defence. Or perhaps you could look after a neighbour's children during the day so that she could go into munitions work. Or perhaps you could take in war workers as lodgers. Or again, part-time work may be available in your district, either as a munitions factory or in some other important work. For example, you might be able to work during the rush hours or a shop, thus releasing some one else to go full-time into a munitions factory. You should not volunteer for part-time work of this sort is available by going at your local Employment Exchange.

It will be a help if you look around to see what can be done to make your own arrangements, and then register at the Exchange. You are free to see the employment you prefer when the arrangements direct with the employer. Girls 17 are now between 20 and 31

Expectant Mothers

You must register with your age group, but you will not be asked to take up work.

Wives whose husbands are at home

You must register with your age group, but you cannot be called up into the Services. You are, however, free to volunteer if you are aged between 17½ and 43 (50 in the case of ex-service women).

After you have been registered, you will be interviewed and dealt with as single women of your age group are, with due regard to your domestic responsibilities, but you will not be asked to leave your home, you will be seen in work within daily travelling distance only. If you have not registered, see section under "Single Women," on "Women born before 1919."

Wives of Men in the Navy, Army, or Air Force, or the Merchant Navy

The same as for wives whose husbands are at home.

All other Married Women

You must register with your age group and when called up for interview in your age group applies to you, except that you cannot be called up for the Women's Services. You may of course volunteer for them, as so many of you have already done. Also regard will be paid to your domestic responsibilities.

Women who marry after joining the Services

If you marry after joining one of the Services you are still a member of the Force in which you are married and cannot resign without permission.

Widows

A widow who has no young children living with her is in the same position as a single woman in the same age group, except that the Ministry of Labour will pay special regard to the position of women recently widowed.

Cut this out and keep it

It is an official statement issued by the Ministry of Labour and National Service

WARTIME—*One of the more famous ads produced by Thompson in London is this* 1,880*-word message to the women of Britain which ran as a half page in British newspapers in* 1942. *According to readership studies taken at the time, this ad was read, "from the beginning to the end," by* 85% *of the audience.*

ese office opened in Colombo in 1956 and the Pakistan office opened in Karachi in 1957.

■ The potential in India is, of course, very great. This is a country of 400,000,000 people with a per capita income of only $50 a year. For JWT, it works out the highest man-per-billing ratio in the world. Thompson's 450 employes in India handle some 20,000,000 rupees of advertising—equivalent to $4,000,000 at official exchange rates.

As an advertising agency, JWT has an obvious stake in the long-term industrialization program now being pursued by the country's largest advertiser, the Indian government. JWT-India has trebled its size since the achievement of Indian independence in 1948, services a number of state-owned enterprises (notably Air India and Indian Airlines Corp.) and works on various projects in connection with the five-year economic plan.

■ Mr. Fielden, in many ways the epitome of what Thompson expects in a manager, sympathizes fully with the planned economy of India. Clients and colleagues who met him on his visit to the U.S. last year found him an eloquent spokesman for "The New India."

Mr. Fielden, in short, has planted JWT's roots deeply in India. So deeply that in 1956 a nationalist resolution aimed at depriving JWT of its government accounts passed the Indian parliament but failed to result in any loss of business for the agency.

Thompson's account roster in India is long and impressive—virtually a "Who's Who in Indian Industry." Its largest account is Standard-Vacuum Oil Co., jointly-owned marketing arm of Jersey Standard and Socony Mobil. Its second largest is Tata Mills, India's largest industrial complex, making everything from steel to soap. It's as varied a roster as an agency can have, ranging from good old Chesebrough-Pond's to Indian Jute Mills and Cement Marketing Co. of India and to the U.S. Information Service.

■ Linking of a client's interest with the national interest is a marriage Thompson often tries to arrange. In India, one of the JWT clients is a Johnson & Johnson subsidiary, Ortho Pharmaceutical Corp., a manufacturer of contraceptives. Ortho has worked closely with the government's family planning activities, supplying material for doctors and clinics and even sending specialists to India to give lectures and help set up clinics.

Because of import restrictions Ortho does not have much business in India today, but Mr. Fielden points out that its present activity "is building vast good will for them against the day when they are able to market something extremely cheap and wholly effective."

A Thompson man is a Thompson man—no matter where he is. Early last year Mr. Fielden opened sub-offices in Kanpur (out of Calcutta) and Bangalore (out of Madras). Asked what was the reason for establishing these out-of-the-way stations, Mr. Fielden pointed out that if he could get enough of these offices opened he could set up a national consumer panel for India.

■ Elsewhere in the Far East, Thompson has expanded by a route it does not ordinarily travel: acquisition of other shops. It purchased Philippine Advertising Associates in Manila and its associated company in Tokyo, Japan Advertising Associates, in 1956. However, there is more to this story than mere acquisition.

The Manila agency was founded in 1946 by Harry Lee, an old JWT hand who served in the Pacific during the war and who saw a great potential for an agency in

SELL THE DOCTOR WHEN HIS MIND IS ON MEDICINE . . . IN

MODERN MEDICINE

REACHES EVERY PRACTICING PHYSICIAN IN THE U.S. TO AGE 65 • DR. WALTER C. ALVAREZ, EDITOR-IN-CHIEF

THE DOCTOR'S MARKET PLACE FOR PRODUCTS HE BUYS, PRESCRIBES OR RECOMMENDS

How You Can Keep

ABREAST

of the Contest Times

Read the *"Advertisers Confidential Contest News Bulletin."* Edited by our Contest Division, each issue is a valuable digest of current and recent major contests, with a complete survey of contest types and prizes. To receive it regularly, send us your name on your company letterhead.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT AND JUDGING
250 Fourth Ave., N.Y. 3 • OR 7-4600
(In Chicago: Ask Operator for Enterprise 4531)

TO THOSE WHO MAY NOT KNOW:

From Phoenix to the Canadian Border . . . From Denver to the Pacific Coast there is one . . . and only one . . . metropolitan-sized city . . . Salt Lake City. It is in the center of this huge area and on the transcontinental route.

This whole region is serviced and sold out of Salt Lake City. The Dept. of Commerce designates it as the Salt Lake Wholesale Trading Zone. It contains over 1⅓ million persons. Salt Lake's two newspapers are the only metropolitan-sized newspapers here and they go into the majority of homes even though it takes 4½ million truck-miles a year to get them to the carriers and over 2500 carriers to deliver them. (And 95% are home-delivered). It's true there are a lot of miles out here . . . but 1⅓ million are a lot of people, too. (More than many large cities).

You can reach the majority of them with one newspaper buy.

All this is why we say, "There's More to Salt Lake than Salt Lake. It's BIGGER and DIFFERENTER than you might think."

The Salt Lake Tribune (MORNING & SUNDAY)

NEWSPAPER AGENCY CORPORATION NAC

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network

Von Thuna

Resor

Sutton

James

Saunders

INTERNATIONAL PARLEY—*Thompson's German company—J. Walter Thompson GMBH—moved into its own building at 15 Siesmayerstrasse in Frankfurt last Jan. 23, and the agency celebrated the event with a day-long meeting attended by people from nine countries, including Stanley Resor and Samuel Meek from New York, who were touring the agency's European offices. Tom Sutton, JWT's manager in Germany since 1953, opened the meeting. Mr. Resor's luncheon partner was Baron von Thuna, Ford Motor pr director in Germany. David James, who opened JWT's Italian office in 1951, talked over lunch with Douglas M. Saunders, chairman of JWT's British company.*

that part of the world. Thompson, at that point, was not ready to establish its own office there but gave Mr. Lee its unofficial blessings, passing on business to him in Manila and later, after he and his associates opened in Japan, in Tokyo.

By 1956, however, JWT did want a Tokyo office—primarily to service Pan American—and so it absorbed the Harry Lee operation intact. Mr. Meek points out that Thompson was not simply buying a foreign agency.

"Why, the last thing we would want to do is buy an agency in Manila," he says incredulously. Thompson had trained Harry Lee; had helped him; it knew him; and was now bringing him back into the family. Mr. Lee was, in fact, returned to the San Francisco office, where he worked before the war and where he now holds the very un-Thompsonlike title of vp in charge of Pacific affairs.

■ In addition to getting going agencies in Manila and Tokyo, the 1956 acquisition brought JWT into an agency-client relationship with Procter & Gamble—the only one it currently has. JWT previously worked for the Cincinnati soap giant in Belgium and for a brief period in Mexico.

P&G has had a major operation in the Philippines since the '30s and its heavy billings helped Harry Lee to build the largest agency in the country.

■ In contrast to its expanding operations in Europe and the Far East, Thompson's progress in Latin America has not been notably spectacular in the postwar years. With the exception of the Lima office opened in 1956, no new office has been established in Latin America during the past 10 years, and JWT continues without full-fledged offices in such markets as Venezuela, Cuba and Colombia. The unstable political and economic conditions obtaining south of the border have put a damper on JWT's international enthusiasm. The agency has been reluctant to maneuver in the hotbed of South American politics.

■ One consequence of this reluctance has been the postwar emergence of McCann-Erickson Inc. as the No. 1 agency in Latin America. McCann prides itself on its use of local nationals; JWT does too, but it also relies heavily on U.S.-trained admen who are able to import the Thompson methodology.

Local nationals rise to the top fairly quickly in McCann offices; in JWT offices, the ascent is not so rapid. Manuel Mortola, who has been with JWT for nearly 30 years in Buenos Aires, had to wait until 1953 before becoming manager in Argentina; he had served under a succession of American managers.

And Castelo Branco, who has been with JWT since 1943 and who has just been made manager in Rio de Janeiro, is the first Brazilian manager Thompson has had.

■ In Argentina, JWT is still the top ad shop, and recent events there point up the difficulties the agency has sidestepped in other Latin American markets. JWT's 110-man office in Buenos Aires handles more than 50,000,000 pesos of advertising annually. At the old exchange rates, this was equivalent to about $3,000,000. But inflation is now rampant in Argentina. By last November this billing was equivalent to about $1,000,000 at free exchange rates; at the end of the year it had dropped to $800,000.

Similar problems have been encountered in Brazil, where JWT employs twice as many people, and where it runs a strong second to McCann-Erickson. Thompson bills about 500,000,000 cruzieros in Brazil, equivalent at official exchange rates to some $27,000,000. A year ago, following the collapse of the cruziero, this billing rate was equal to only $6,000,000; today it is worth only a little more than $3,000,000.

■ In Latin America, as in other areas of the world, J. Walter Thompson has made substantial contributions to the development of an orderly, professional advertising business—and it is this rather than billings that it prefers to talk about. It points with pride to the Audit Bureau of Circulations in Argentina and to the Argentine association of advertising agencies. Mr. Mortola is currently president of the Argentine agency group.

Veteran JWTers recall that after the agency opened in Buenos Aires in 1929 it brought in a whole new stock of type faces to improve the appearance of Argentine publications. In Mexico, JWT set up its own typography shop.

■ Thompson's Latin American operations are under the genial supervision of Shirley Woodell, one of whose claims to fame is that his father invented the Cuba Libre. No one at JWT is supposed to be pigeonholed, but Mr. Woodell is generally considered the agency's most knowledgeable man—this is a *good* Thompson phrase—in the Latin American area. Mr. Woodell makes frequent trips to Latin America and is the only vp in New York who works exclusively in the international sphere. As such, he is the top man in an international department (Sam Meek would not admit there is such a department), which places some $3,000,000 of advertising annually in internationally-circulating magazines. Mr. Woodell is also Thompson's "delegate" to the International Advertising Assn., an organization in which JWTers are not especially conspicuous by their presence. When the IAA was formed in 1938, Mr. Woodell was its first president.

■ What does the future hold for the agency? In an age of expanding populations and economies, JWT stands in an advantageous position. In 1958, the first year since the war in which U.S. advertising volume failed to advance, Thompson hired 500 additional people—all in non-U.S. offices. Thompson has always been known for its study of population trends. The decision to open international offices has been traditionally guided by four factors: client business, population, income, literacy. A study of these factors today would show without any question that an advertising agency's great potential is beyond the borders of this country.

Stanley Resor outlines this potential in more philosophical terms. His 1958 Christmas message to employes read:

"What is the factual message of Christmas 1958?

"What does it mean to us, as individuals and as a company?

"We begin our 95th year, 5,500 strong—500 more people than comprised our company a year ago. About 2,400 of us are in U.S. offices. Some 3,100 are located abroad.

"Yet none of us is more than moments away from another; no office is more than hours away from New York.

"Modern methods have given us almost instant communications. When jet airlines crossed the Atlantic in 7 hours, the globe shrank to 1/240th the size of Columbus' world.

■ "But the very shrinking of the world augments the danger of widening voids between the peoples of the world. Granted the ability to communicate, what about the message itself? Is there a parallel improvement in mutual understanding? Is international comprehension an actual fact?

"So complex has life become, the problem of understanding is increasingly difficult. Failure to achieve understanding could make a mockery of the ability to communicate.

■ "The need for understanding starts in our individual lives, in our homes, in our work. From there it spreads to community and nation. But however urgent the demand at home—we cannot limit it to our own shores.

"We must understand the message of hundreds of millions of people in underdeveloped countries, who suddenly are crying out their needs.

"To help provide the necessary understanding, both as individuals and as a company, our position is unique. Let us hope that at next year's end we can say truthfully that we have made some contribution.

"This road, of course, has no end. But, at the same time, there is no end to the satisfaction of traveling along its way.

"A merry, merry Christmas, and may the New Year see us continually making progress on this road." #

(This is the second of three articles on the international operations of J. Walter Thompson Co.)

ART MART CLIP DRAWINGS
Keep costs down, quality up with the original classified art service used by leading national advertisers. New cartoons and illustrations every month. Write for details.
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P.O. Box 2121-Dallas 1, Texas

IT'S THE MOST

- **MOST** NIGHTTIME M-F QUARTER HOURS (AS MUCH AS ALL OTHERS COMBINED)
- **MOST** M-F NIGHTTIME SHARE OF AUDIENCE (ARB DEC. 1958)
- **MOST** POWER • ½ MILLION WATTS TOWER • 1000 FT. BETWEEN SPRINGFIELD-DECATUR
- **MOST** TOTAL AREA UNDUPLICATED COVERAGE—TOTAL AREA PROMOTION
- **MOST** AUDIENCE FOR YOUR MONEY LOWEST COST PER M

WICS TELEVISION • NBC FOR SPRINGFIELD-DECATUR-CENTRAL ILLINOIS
AVAILABILITIES: YOUNG TELEVISION

SHERATON

HOTEL RESERVATIONS
Coast to Coast in the U.S.A. and in Canada

Call any of these numbers:
NEW YORK—CHickering 4-0700 LOS ANGELES—DUnkirk 2-7171
CHICAGO—WHitehall 4-4100 SAN FRANCISCO—EXbrook 2-8600
DETROIT—WOodward 1-8000 PHILADELPHIA—LOcust 8-3300

4-second electronic RESERVATRON or Direct-Line Teletype in these and other principal cities give you fast free room reservations in 38 cities, coast to coast in the U.S.A. and in Canada.

Planning a convention? *Write for Sheraton's 96-page facilities booklet. Address Sheraton Corp., 470 Atlantic Ave., Boston, Mass.*

SHERATON HOTELS

EAST
NEW YORK, BOSTON, WASHINGTON, PITTSBURGH, BALTIMORE, PHILADELPHIA, PROVIDENCE, ATLANTIC CITY
SPRINGFIELD, Mass., ALBANY, ROCHESTER, BUFFALO, SYRACUSE, BINGHAMTON, N.Y. (Opens early 1959)

MIDWEST
CHICAGO, DETROIT, CLEVELAND, CINCINNATI, ST. LOUIS, OMAHA, AKRON
INDIANAPOLIS, FRENCH LICK, Ind., RAPID CITY, S. D., SIOUX CITY, Iowa, SIOUX FALLS, S. D., CEDAR RAPIDS, Iowa

SOUTH
LOUISVILLE, DALLAS (Opens early 1959)
AUSTIN, MOBILE, Ala.

WEST COAST
SAN FRANCISCO, LOS ANGELES, PASADENA
PORTLAND, Oregon (Opens fall 1959)

CANADA
MONTREAL, TORONTO
NIAGARA FALLS, Ont., HAMILTON, Ont.

ACTION is a fact of LIFE

People of action are busily taken up with today. They are occupied with the contemporary; the active supporters of what's new. They are eager to try what is up to date.

For active people, the attraction of LIFE is a natural one.

LIFE has their spirit. LIFE is vigorous, alert, openly enthusiastic. Active people discover in LIFE the very things that they respond to in the world around them.

***Action is a fact of* LIFE.** One fact. You might say that for more than 32 million active readers, LIFE is everything that's *new* and *now* and in the *present.*

That's why your advertising will perform well in LIFE's pages. Call your LIFE representative. He has *all* the facts of LIFE.

PHOTOGRAPHIC REVIEW

De Wolf Waddell Moore

Goodrich Beard Wright Wintersteen

AT ABP CONFERENCE—*Among those who took an active part at the recent eastern regional meeting of Associated Business Publications were John DeWolf, vp of G. M. Basford Co., and president of the New York chapter of National Industrial Advertisers Assn.; Harry L. Waddell, senior vp, publications division, McGraw-Hill Publishing Co. and chairman, ABP sales development committee; and James H. Moore Jr., president, Moore Publishing Co., conference chairman. Also Keith Goodrich, vp and treasurer, McGraw-Hill Publishing Co.; William K. Beard, ABP president; Moorehead Wright, manager, General Electric Co.'s Management, Research and Development Institute; and Edward B. Wintersteen, executive manager, business paper division, Reuben H. Donnelley Corp.*

Parson Johnson Hamilton Anders Alexander Sullivan

AMBASSADRESSES—*These six angels are off on an 18-day jaunt to Hawaii, Australia and New Zealand as "swimsuit ambassadresses" for Rose Marie Reid. The models are Allyn Parson, Marianne Johnson, Charlotte Hamilton, Carol Anders, Suzanne Alexander and Janice Sullivan.*

COLD ISLAND—*Tying in with a new tv commercial character, Stuffy, this Johnson & Johnson island display for children's cold remedies was designed by Thomson-Leeds Co., New York.*

MARKETING CYCLE—*To illustrate what is involved in moving an orange from California to the ultimate consumer, Sunkist Growers shows this lineup: Dale Kelley, Upland, Cal., grower; field foreman; picker; grader; packer; packing house manager (Earl Weatherwax, Upland Citrus Assn.); district exchange manager (Phil Higginson, O.K.-San Antonio Fruit Exchange); retail store clerk; consumer.*

NEW BULLETIN—*Pomona Paper Products is using this rotating outdoor bulletin for its Kitchen Charm waxed paper in Los Angeles, Long Beach, Pomona and Orange County areas.*

V.O. DISPLAY—*Seagram is offering this elaborate display for its V.O. spring campaign. The large V.O. is metallic plastic with a flasher light behind it. Each piece can be used separately. Thomson-Leeds Co. designed and produced the display.*

W. W. Olmsted Ruebel Ward H. Olmsted Burgess Foley

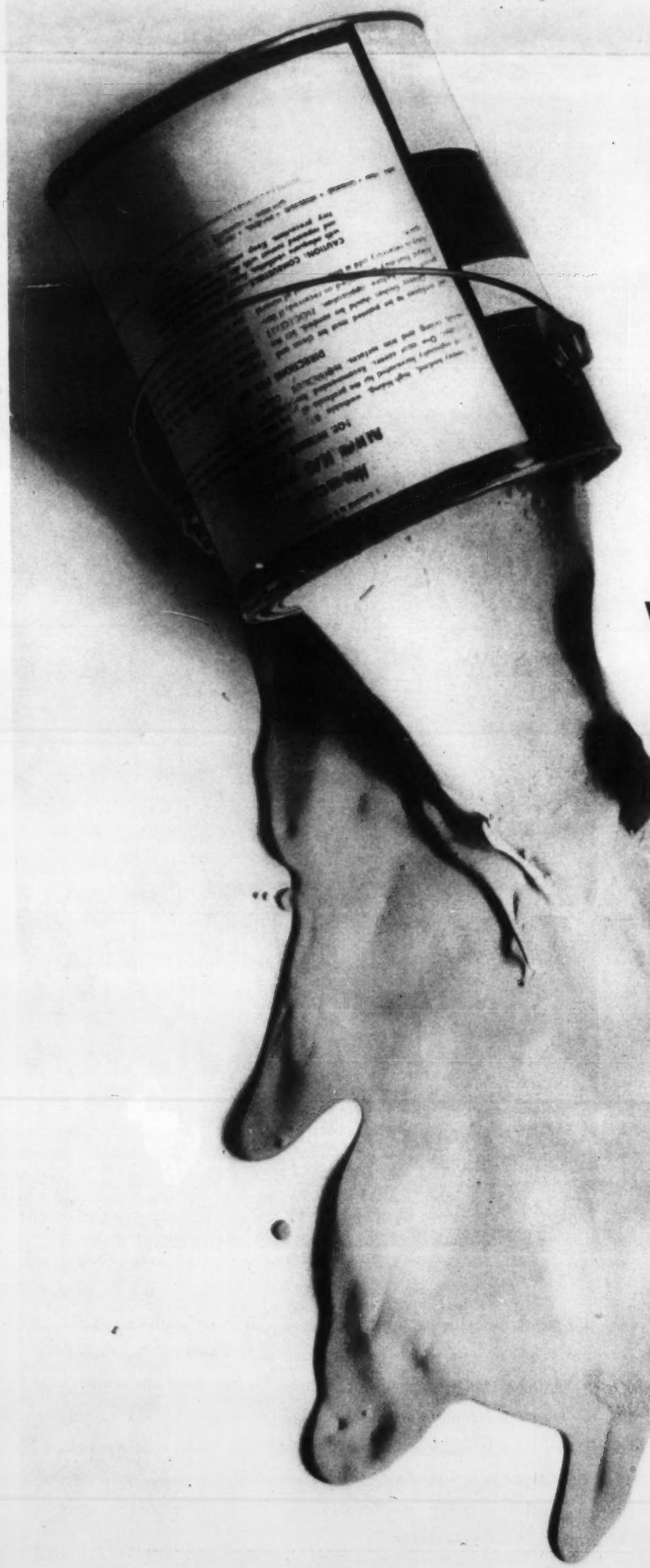
SPRING SALES TRAINING—*This "team" helped spark the "spring training camp" for salesmen of Fort Dodge Laboratories, Fort Dodge, Ia., maker of veterinary pharmaceuticals and biologicals, a division of American Home Products. The Fort Dodgers team consisted of J. L. Ruebel, ad manager of the company, and four members of the agency, Olmsted & Foley, Minneapolis: W. W. Olmsted, art director; Ward H. Olmsted, president and account supervisor; Henry Burgess, account executive; John T. Foley, vp.*

GRACEFUL — *On board a pleasure ship for a swimwear fashion show jointly sponsored by Holiday, Grace Line and Eastman Chemical Products are Lewis A. Lapham (left), president of the ship line, and Ralph W. Hench Jr., vp of Holiday. Both enjoy a chat with model Dee Gentner aboard the Caribbean cruiss Santa Paula.*

Photograph, from an advertisement in FACTORY, courtesy Century Electric Company.

FACTORY IS A "HORIZONTAL" for *all* manufacturing. Worth considering first, no matter what you sell to industry – motors, or fence, or lubricants or whatever. For what *only* FACTORY does, of all businesspapers, is to concentrate on solving plant *management* problems for the men who run the plant. FACTORY alone is dedicated to better management – in both ideas and equipment – to achieve better production and maintenance. It delivers a stimulated audience . . . men who "plan-equip-operate-maintain" plants . . . inquisitive and susceptible to the imaginative advertisers with ideas-and-equipment that can help solve plant problems. A limitless area for sales development. FACTORY, *A McGraw-Hill Publication* (ABC, ABP), 330 West 42nd St., New York 36, N. Y.

BETTER PRODUCTION AND MAINTENANCE THROUGH BETTER MANAGEMENT



When you want coverage

In areas covered by
60 leading newspapers,
more people
read the advertising
in Parade than
in the "big three"
weekday magazines
combined.

Parade

PARADE... The Sunday Magazine section of 60 fine newspapers reaching nine million homes every week.

Feature Section

Advertising Age

Establish Identity: Gossage

Woolf: Why New Products Perish

The Peeled Eye Spots New Ones

Andy Discusses a 'Bumble'

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Feel About Your Audience as an Actor Must' . . .

Give Your Company a Clear, Consistent Identity, and Its Advertising Will Be Easier, Better: Gossage

By Howard Gossage
Weiner & Gossage, San Francisco

Like a good actor, a good advertiser must establish his identity, or "character" clearly, stay with it always and get the audience involved, Howard Gossage believes. That way, everything you say in the ads becomes more believable, and you can better expect a response. Mr. Gossage expressed his opinions in a speech, segments of which are reproduced here, to the National Industrial Advertisers Assn., Northern California chapter, last November in Berkeley.

Howard Gossage

No product is intrinsically interesting. What makes one product different from another product is how people feel about it. Now, by people, I mean not only the people who buy it and use it, but also the people who make it and the people who sell it. As Professor Higgins says in "My Fair Lady," "The difference between a flower girl and a Duchess is the way she's treated." This is more than an interesting or clever thought. It is quite literally true. And it's a lucky thing for those of us in advertising that it is true because here is our greatest function—the establishment of *identity*.

One of the most intense problems in America today is the problem of identity. People do not know who they are or, let's say they are not exactly sure. That's why we see psychiatrists doing such a brisk business and the bookstores chock full of self-improvement books and the newsstands jammed with magazines containing self-improvement articles.

This is a fluid age, an age of great mobility and changing values. It's probably all to the good but we are paying a price. It's not as easy to be sure of your footing when you're on the move. Especially when you're not sure whether you're on a rocket ship or in a revolving door. A sense of identity—of roots, if you will—is not as easy to come by as it was in the past. In retrospect it seems that things were more assured 50 or 100 or 1,000 years ago. Or even 30 years ago.

What a Company Says and Does, It Is

"Who am I?" and "What in the world am I doing here?" are certainly disturbing and meaningful questions. They are just as meaningful for a corporation as they are for a person. A corporation is a legal entity, a legal person, and I have a notion that a corporation is just as subject to neuroses and inner searchings and optimism and depression—not to be confused with recession—as any single person is.

Therefore, I think the biggest job that advertising people can perform for their companies or for their clients' companies is to establish a sense of identity. For practical purposes what a person does and says about himself *is* the person. So you can see that a company's advertising is the company and can do more than is usually expected to influence the company, its thinking, and its products. I think that generally the first target for any advertising campaign is the company itself. If the client gets a clear feeling of his own identity he is then in a better position to take the next step, whatever it may be.

■ Now this may sound as though I'm talking about institutional advertising. And I guess I am. To me all advertising is institutional advertising. I don't see that the institution can be divorced from the product any more than a person can be divorced from his opinions.

The personality of the firm should be implicit in any message the firm projects. This is not because I think there ought to be a family resemblance, as they say, for efficiency or economic reasons so much as it just seems more believable that way . . .

■ Actually nobody reads *ads* at all. People read what interests them and sometimes it is advertising. Advertising competes for attention on the same grounds as any other information or entertainment. The fact that advertising *looks* like advertising doesn't alter this premise. People still only read what attracts them personally. Everything else is either avoided or endured.

How to Involve Readers

Makers of advertising are, as we know, aware of this subjective choice and strive to achieve the personal. For the most part they succeed only in "personalizing," which isn't quite the same thing. And their appeals are often in advertisingese . . . which is neither personal nor is it English. The feeling I often get is that advertising wants to speak to me, but is apparently directing its remarks to someone just over my left shoulder. Its gaze is just a shade off, like that of a man with a badly fitted glass eye. Or a politician using a teleprompter. Or tango dancers; lots of form but impersonal. The upshot is that most advertising doesn't involve anyone in particular, but merely includes him among those present.

Well, how *do* you involve readers? How does your firm's star salesman involve his prospects? You do it the same way. In the first place, he feels he is a pretty interesting fellow; in most cases he knows very well who he is. He has a great consciousness of his own *identity*. And in the second place he gives his prospect *something to do*—something to involve him in the discussion. I'm afraid, when you get right down to it, that it's just dear old Dale Carnegie all over again, though I hate to admit it. . .

■ When you set out to involve someone you usually have to exclude some others —maybe a lot of others. This is very tough for us to do. In spite of all our talk about selective media, advertising does not really want to exclude anybody. It's a real dilemma. So in the end most ads come out with the same sort of personal tone you manage to achieve when you're talking to your wife while other people are in the office. You know, instead of saying, "I love you, too," you say something like, "Well, isn't that fine. No there's nothing wrong. This *is* my normal voice."

No involvement. There's plenty of involvement when you get home, of course. Your wife says, "Why didn't you tell me you had somebody in the office?" And you say, "Well, hell, you didn't give me a chance." And so on . . .

Identity is what your involving advertising gives to people. It recognizes they exist and enables them to converse with you. That's why it's better if you don't run the same ad twice. No matter what the readership studies say. Having said something as interestingly as you can, you can then expect the other party to make a response. So the next time, run a new ad; develop the dialog. It makes the conversation much more interesting. And rewarding.

■ Now, I'll admit this takes a certain amount of confidence that there's somebody out there who is reading every word of every ad. Strangely enough it turns out there is. At first it's an act of blind faith to write in this fashion. Then after a while you begin to feel about your audience as an actor must feel. I suppose it helps if you have a generous streak of ham in your makeup somewhere.

And, like an actor, you are playing a role, the role of your client. And in doing so you give your client identity; he knows who he is in relationship to his previously faceless prospects. This is very pleasant for him; he can now behave naturally; he no longer has to be pompous or boring because he's afraid of being vulnerable and misunderstood. Nor does he any longer feel compelled to advertise his flat bed press as though George Washington slept in it, or his chemicals as though they were distilled from holy water. #

Tips for the Production Man . . .

New Dimension in Book Covers

By Kenneth B. Butler

Hard-bound cloth book covers have been regarded over the years as impregnable to the onslaughts of photography and of faithful process color reproduction. This has been made so by the character and texture of the fibers in book-binding cloths and the limitations of printing. The exception has been illustrations printed in process on customary printing papers, then tipped on to cloth binding.

The development of new vinyl cloths now makes it possible for books to do a brilliant and colorful illustrative and selling job, right on the cover, rivaling book jackets in variety of design and color reproduction.

■ The use of color on cover has limitless uses, but is particularly appealing for books on the romance of living, on flow-

ers, on travel, hobby books and children's books. Recipe books can come to brilliant life on first glance.

The book jacket is able to do this job, but sooner or later the book jacket is discarded. The illustrated cover lives on. This fact alone should prove valuable development of library circulation, where many books are withdrawn for reading based on impressions gained while browsing.

The vinyl cloths offered today offer superb printing qualities. Impregnation develops a dependable printing surface that gives sharp detail, good lay of ink, and good adhesion of ink. This material, offered by a number of bookcloth manufacturers, stands up in use, and particularly stands the gaff of wear and tear at hinges and corners. They are easily cleaned.

Special inks are available for this type of printing, and lithography is, to date at least, the most widely used process for reproduction. #

On the Merchandising Front . . .

Will Retailing's Net Profit Come from New Sources?

By E. B. Weiss

In a column published a few months ago ("The Holding Co. Era of Giant Retailing," Dec. 15, 1958) I raised the question whether the net profit of *giant* retailing is to come from functions *not* embraced by retail *merchandising*. I raised the question not for mental exercise —but because, if the answer is in the affirmative (and, obviously, I believe an affirmative answer is indicated), then marketing plans of manufacturers may have to undergo considerable revision.

E. B. Weiss

Clearly, the one follows the other, because the manufacturer's basic presentation to the retailer has always been premised on net profit thrown off by the retail *merchandising* operation. If giant retailing's net profit is to come, in mounting degree, and in some instances in *major* degree, from *non*-merchandising functions in retailing, then some of the traditional presentations of manufacturers will not carry their present weight.

■ As an indication of the trend in retailing *away* from merchandising as a source of net profit we might turn to the large tv-appliance retailer. In a recent talk, the head of a large distributor organization in this field remarked that "The large tv-appliance retailer today makes as much money on advertising as he does on his sales to consumers." This is precisely what I have in mind when I say that traditional retail merchandising may become less important as a source of retail net profit, so far as the giant retailer is concerned.

But note that this distributor's statement refers *only* to the fact that some large tv-appliance retailers earn as much on advertising allowances as on turnover. There are other allowances of infinite variety that do not classify as advertising allowances—allowances that range from P.M.s for the salesmen (and which sometimes do not wind up in the salesman's pocket) to display allowances, to allowances for "special promotions" that are never run, to allowances for fixtures and for painting a remodeled store.

■ There is little doubt that some food supers—I have no knowledge how many —earn more net profit on the whole kaboodle of *allowances* they get on food, than they earn on food *turnover*. Indeed, if it were not for these allowances (which include the cost shouldered by the manufacturer on detail men who take care of inventory, etc.) the food super's slender and shaky net profit on food turnover would have done a total disappearing act.

However, enormous as is the allowance as a source of ultimate net profit for the retailer, I am not thinking so much of allowances in raising this fundamental question as I am of real estate operations and corporate maneuvers.

Here is a fascinating development among giant retailers, and one that is pregnant with significance for the marketing divisions of manufacturers.

■ The giant retailer has become a real estate promoter on a giant scale. Top managements of some of our giant retailers are clearly more involved in *real estate* promotion than in the retail promotion of merchandise! There is no question whatsoever that at least a few of our giant retailers in 1958 showed a larger net profit on their real estate transactions than on their merchandise turnover transactions (with the added advantage that the former may be capital gains while the latter is not).

The giant retailer has also become quite a *corporate* titan, involved in all the intricate corporate maneuvers that for generations have been almost the exclusive operations of great manufacturers, giant utilities, etc. The holding company era in retailing, to which I have referred now in several recent columns, typifies this vast new development. Here is a simply enormous source of retail net profit—present and potential —that will have little, if any, relationship to net profit from merchandise turnover. Also, this, too, will be capital gains.

■ Retail corporate securities transactions are destined, in my opinion, to become the *major* source of net profit of at least some of our giant retailers. And here, too, there is no question that this has actually happened in several instances in 1958—that is, last year, several large retailers earned a larger profit on pieces of corporate paper than on merchandise turnover and, again, this profit may have been capital gains with its tax benefits.

Put allowances, real estate profits and corporate securities together—and here is clearly the coming source of net profit for some, and probably many of our giant retailers in the years immediately ahead.

What is more, top management of these giant retail organizations will be (and some already are!) more interested in and more involved in allowances and real estate and corporate developments than in merchandising operations.

And, indeed, it is entirely probable that, more and more, the top heads of these giant retail organizations will be *selected* more for their knowledge of real estate procedures and corporate securities (as lawyers and otherwise) than for their knowledge of retail merchandising.

This, too, already is fact, not theory. And, where it is not an existing development, there is every reason to expect that the investment banker, the real estate consultant, and the financial consultant (as well as assorted security market specialists) will play increasingly important roles in the policies of giant retailers. This will hardly raise the importance of the merchandising functions of these organizations.

■ Moreover, the era of earning retail net profits by buying up organizations (manufacturing, wholesale and retail) for purposes of tax-loss carry forward is destined to put in an appearance. In a small way, it already has. Along with that development will be a trend among giant retailers toward weird mergers such as those planned by a specialist in this sort of thing for Studebaker-Packard. (This specialist, at the time of writing, was checking into the acquisition by Studebaker-Packard of a fur auction company; surely a long cry from autos and a clear indication of what some giant retailers undoubtedly will turn to for profit!)

■ In brief, giantism in any field ultimately leads to a mounting emphasis on real estate, on securities, on corporate maneuvers, on tax factors. Retailing giants have emerged. It is inevitable that they will turn in these directions for profit—among other reasons because bigger and bigger retailing has shown very little ability to increase net profit via the retail merchandising route.

This vast development will knock into a cocked hat the statistics that have traditionally been used by retailers to measure their performance. It will also knock into a cocked hat *some* of the traditional statistics used by manufacturers to win the support of giant retailers.

The era of retail merchandising procedure, *of retail turnover of inventory*, as the *primary* source of retail net profit is drawing to a close. And this will jolt the world of marketing right down to its toes! #

The Creative Man's Corner . . .

'A Happy Role,' It Says

Whenever advertising attempts to be disarming, to adopt the natural, unaffected look of pure editorial matter, somehow it succeeds only in emphasizing its commercialism. It's like the attractive young man who calls at your door and gives you an inspiring story of how he's working his way through college—and then you suddenly realize he's peddling magazine subscriptions.

There's no reason we can think of why advertising shouldn't be unashamedly commercial. That's its job—why pretend it's out for any other purpose? As a matter of fact, as Aldous Huxley and other professional writers have pointed out, advertising has evolved quite a noticeable form of its own. Consequently, when it deviates from this form, when it cloaks itself in robes not its own—like the wolf pretending to be grandma, it takes on an artificiality it otherwise does not have.

This color spread for Coca-Cola is, to say the least, expensive. The copy, however, says little about Coke. It talks about the February thaw and how it causes the world to pause for a party. Eventually it says that Coke plays "a happy role" in a party. And don't tell us it's no longer necessary to say much about the product—that the chief thing is to create a favorable image. Phooey. No product ever reaches the point at which it can afford to stop selling itself. When it does stop, it's headed for trouble. This ad may be a copywriter's and an art director's dream. It can only be a salesman's nightmare. #

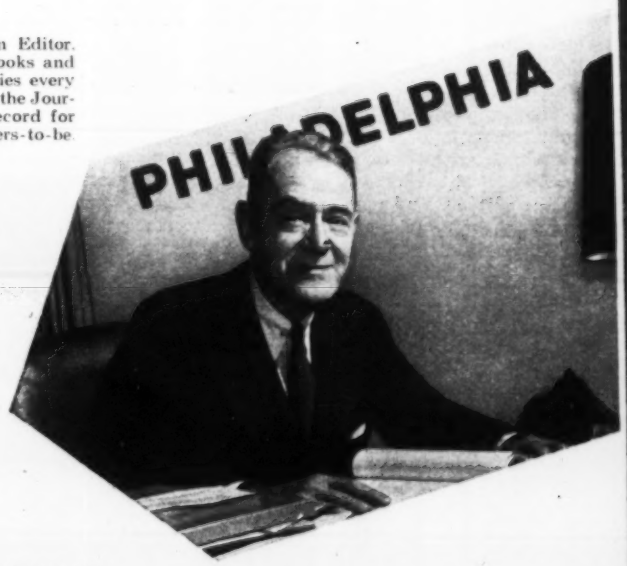
How many miles to a woman's heart?

Wilhelm Cushman, Fashion Editor, explores the fashion philosophies of personalities such as Mrs. Henry Ford, II, in the March issue. Mrs. Cushman keeps the Journal prominently "in Fashion."

John Brenneman, Architectural Editor, is in at the ground floor (on the edge of the swimming pool) with the Journal's *Portfolio House No. 9.*

Peter Briggs, Associate Editor, has (above and beyond the line of duty) chances to interview the great of the National and International Set. (This month's subject: Kim Novak.)

Hugh Kahler, Fiction Editor, reads nearly 500 books and over 1000 short stories every year in order to give the Journal its unbeaten record for publishing best-sellers-to-be.



Margaret Hickey, Public Affairs Editor, has logged in over half a million air miles —in search of stories such as her account of the new recuperation center for mothers and children near Manchester.

Louella Shouer (center), Food Editor, samples a dessert for the Journal's food pages. Journal recipes, month after month, are read...tried... clipped and saved by some 5,700,000 women.

THESE are just a few of the places Ladies' Home Journal editors went...and a few of the things they did...to put together the March issue. The distance these people travel every month to reach a woman's heart is difficult to measure.

The result is a magazine that is bright, vigorous, full of life and color and ideas...and that women love. More women buy, read, and put their womanpower behind Ladies' Home Journal than any other magazine on earth.

And women respond to ideas in the Journal with a quick enthusiasm that's quite unlike their response to any other medium...this is Journalpower. This gives immediate added vitality to the advertising in the Journal, which advertisers call salespower. To get this power, advertisers to women invest more money in the Journal than in any other magazine.

Never underestimate the power of the magazine women believe in

Ladies' Home JOURNAL

A CURTIS PUBLICATION

NO. 1 MAGAZINE FOR WOMEN ★ NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

Salesense in Advertising . . .

Why So Many New Products Perish

By James D. Woolf
Creative Consultant

According to the U. S. Small Business Administration, about 98% of the new products of all firms perish. (This figure includes the new products of large corporations.) This startling statistic was released in 1955 by the U. S. Government Printing Office. Whether the picture has brightened since then I do not know, but I doubt it.

James D. Woolf

What this means, I take it, is that only two of every hundred new products survive and prosper.

What are the reasons for this calamitous record? I do not pretend to be a marketing authority, but I do have some notions based on both personal experience and studious observations. Here they are for what they're worth:

• **1.** The failing product, like the jokesmith's left-handed monkey wrench, does not supply the answer to a genuine want or need. It is a frill, a superfluity that does nothing worth while for the consumer. In the case of such a needless product—and there have been many of them over the years—advertising cannot possibly create and sustain sufficient demand to make the undertaking profitable. Nothing is sounder than Dr. Russell Conwell's sage advice: "If you want to get rich, all you have to do is find a human need, and a way to satisfy it."

• **2.** The quality and performance of the product are not capable of delivering promised and expected benefits. No product that disappoints the consumer can hope to succeed, over the long haul, against superior competitive products.

• **3.** The failing product seeks to invade an already over-crowded field. Unless the new product is obviously and importantly superior to the plethora of competitive products, the going will be very tough.

• **4.** The failing product is underfinanced. There is not enough money in the kitty to support the undertaking over a sufficiently long period of time. Oftener than not, the time estimated for success is far too short. I know of one product, a cosmetic, that was in the red for seven years before it hit black ink. This lack of sufficient capital is a very frequent cause of failure.

• **5.** The failing product is not properly advertised on two counts: (1) there is not enough of it over a sufficient period of time; or (2) it is not skilfully planned and executed. Bad advertising is a hurdle even for a superior product.

• **6.** The product is not marketed and merchandised by experts. Sales promotion is poor or non-existent. In today's ruthless battle for the consumer's dollar there is no place for the amateur.

• **7.** The new product takes hold surprisingly well and the manufacturer is elated. Then suddenly he finds himself up against raw material shortages, and perhaps a shortage of skilled labor. I am familiar with three new products that failed because the manufacturer's source of supply unexpectedly dried up. Such calamities may be fairly rare, but they do happen. (One of them happened to me.)

• **8.** The failing product bites off more than it can chew; the program, seeking to swallow the entire U. S. A. in one bite, is too ambitious considering the capital and capabilities of the entrepreneurs.

• **9.** Procedures and techniques are not scrupulously tested prior to the big plunge. Too much haste and too little caution invite failure and are very costly even though ultimate success is achieved.

• **10.** All-around inexperience and bad management.

There you have the reasons for the 98% statistic within my personal circle of experience and observation. No doubt there are others that I haven't thought of. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

From an Art Director's Viewpoint . . .

Has Chalk, Will Bumble

By Andy Armstrong

I am invited to another suburban fiesta next Saturday afternoon. As always, it will be one of those things where you hang around a long table of crackers and smoked fish and some nauseous cheese whizbang the hostess has invented five minutes before you arrive and which you are under threat of instant dismissal to exclaim over, although this is hard to do without spraying cracker crumbs the length and breadth of the salon.

Andy Armstrong

It will be about four hours, more or less—and probably more, of everybody telling lies to everybody else, the roar and crackle mounting minute by minute until the neighborhood sounds like an airstrip at a jet base—loud arrivals and louder departures and high-test gasoline, locally known as Manhattans, spilled under foot.

Lurking somewhere in all this din and confusion will be my one-time friend, the civil engineer, progressively less civil as the afternoon wears on. Just about the time more ice is sent for, he will erupt from a huddle near the smoked fish and head straight for me. He will be bursting with ideas painfully collected since the last fiesta—plus indisputable facts and figures—about why advertising is "a racket." This is a phrase he has invented, as his hostess invented that cheese compress which by now has rubbed off the crackers to his play-suit's lapel.

■ If you are betting that I will be ready for him with the ad shown here, you should hurry out to put down some covering money the other way.

It looks to me like an un-cutely inept piece of work, doing the advertising *profession*, as a lot of us will always insist on calling it, a large disservice. For a business that beats its chest about being dignified and telling the truth, this ad seems as far from dignity and truth as one ad can get.

All it implies is (a) that advertising is a lot of childish inconsequentiality and the advertiser spreads it; (b) advertising is a defacement of the daily scene and the advertiser is the defacer; (c) the advertiser is a prankish little boy.

■ It adds up to an unprofessional, unfortunate presentation of advertising and advertisers. It might have been saved, although it is hard to see how, by the copy below the picture. Following a bumbling picture, the words bumble, too. They begin: "When you have good news, you spread the word to all your friends."

Is this good news, in the picture? Traditionally, public announcements of this nature, whether on fences or sidewalks or restroom walls, cause embarrassment or anguish or lawsuits, or all three. No, thanks. This picture of the advertiser as a public nuisance will not go to the party, to be waved at my engineer friend. I will certainly feel reprieved if he has not brought it along to wave at me. #

What They're Doing Today

WHAT'S BECOME OF . . .

FREDERICK P. REYNOLDS JR.—who nearly three years ago chucked his job as director of research account service at McCann-Erickson and 27 years in advertising to move "permanently" to the tropical Virgin Islands?

F. P. Reynolds Jr.

When Fred Reynolds quit advertising in 1956 at the age of 48, it was to take a job as manager of the Buccaneer, a hotel on the island of St. Croix. It was the agency business that had originally led him to the tropics and spurred his interest in living there.

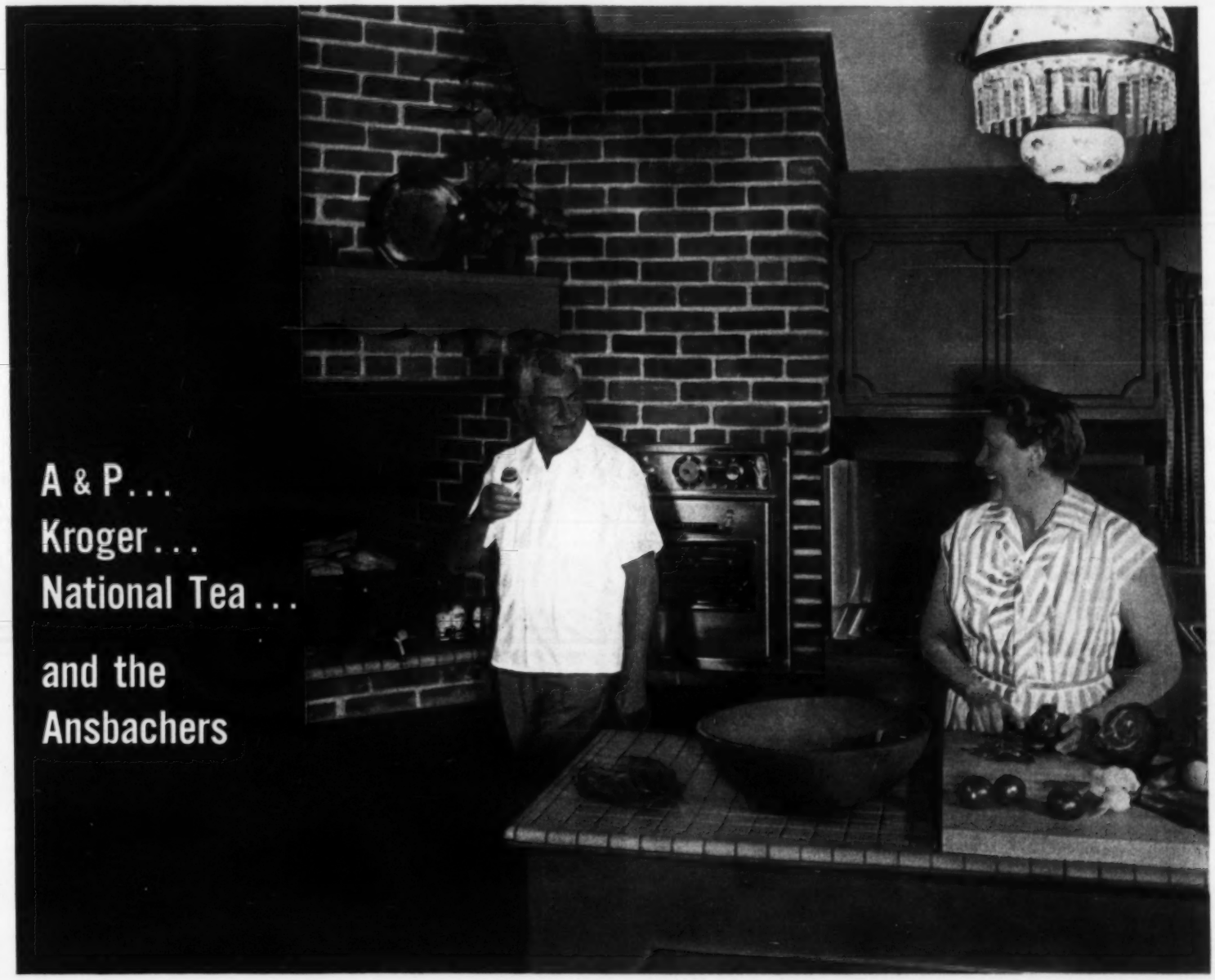
Mr. Reynolds, who started in an executive training course at Macy's and graduated to assistant buyer of drugs and cosmetics, in 1930 joined Young & Rubicam, where he persuaded the management and its client, Colgate Co., to send him to Bermuda for a month to test suntan lotions. The test involved both Mr. and Mrs. Reynolds, who persuaded tourists to put Product A on one side of the body and Product B on the other, and then observed results. Major result, from the Reynolds' viewpoint, was that the trip spurred them to take annual vacations in the Caribbean and West Indies for the next 20 years. "We finally realized," Mr. Reynolds said, "that what we were seeking, subconsciously, was a future way of life."

■ At Y&R Mr. Reynolds moved up to director of market research in 1933 and associate research director in 1940, working with George Gallup. He left in 1945 to become vp and research director at Geyer, Cornell & Newell for six years, and then took a sabbatical year to "research" the Caribbean. Traveling in a chartered schooner, the Reynolds were no longer island-hopping tourists but unhurried travelers with apparently nothing on their minds; residents who had been reticent now spoke freely about year-round life on the islands. The Reynolds decided three of the islands were ideal—if they ever decided to move there.

Mr. Reynolds moved to Hewitt, Ogilvy, Benson & Mather as research director in 1951 and to McCann-Erickson in 1955. Then opportunity knocked: The managership of the Buccaneer in St. Croix was offered. They bid "Hasta la vista!" to Madison Ave. and took off. After a full season on the job, Fred Reynolds concluded: "Operating a hotel in tropic latitudes is not the idyll many of us suppose." The Reynolds were so busy, it seems, that they had little time to be together. They quit, took a "three-month breather" in Europe, and now believe they have solved island living.

■ Last year Mr. Reynolds founded Virgin Islands Audio, "the first business in St. Croix specializing in custom high-fidelity installations." He also sells for Sam Pivar, local real estate company. His office locale: the wharf in Christiansted harbor.

For those tempted by the islands, Mr. Reynolds warns: "Learning the ways of island life takes time." At 51 that's something Mr. Reynolds figures he has in plenty. #



The Stefan Ansbachers of Grant Co., Indiana, as featured in FARM JOURNAL

What's so important about the Ansbachers? Well, they live in Grant County, Indiana. Would A & P, Kroger and National Tea be in Grant County, if the Ansbachers—and other farm families just like them—didn't keep the merchandise moving?

Farm women are the best cooks in the world. Their large families are always in the mood for good food. Farm people eat where they work—at home. And they work up big appetites. Big families + big appetites + more meals = bigger and better food store customers.

The example of Grant County is repeated throughout the nation. Wherever you find farm families, you'll also find supermarkets. "Supers" go where the profits show.

If you produce, process or package food, farm families should be among your top targets. To saturate that rural target . . . to impress that rural supermarket, remember: Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL.

FOOD FOR THOUGHT

- Three great chains, A & P, Kroger and National Tea operate in Indiana. At least one of these chains has located one or more supermarkets in 82 of Indiana's 92 counties.
- In 72 of these 82 counties, more than ⅓ of the population is farm-rural.
- In the nation as a whole, FARM JOURNAL farm families, *alone*, eat 37,000,000 more home-served meals a week than an equal number of urban families.

Most of the best
farm families depend on

FARM
JOURNAL
Philadelphia 5, Pa.

the same is true
among advertisers

Graham Patterson, *Publisher*
Richard J. Babcock, *President*

Case Could Have Far-Reaching Effects . . .

Supreme Court Disallows Tax Credit on 'Lobbying' Ads; Full Text of Decision Upholding Treasury

William B. Cammarano and Louise Cammarano, his wife, Petitioners, v. United States of America. — On Writ of Certiorari to the United States Court of Appeals for the Ninth Circuit.

F. Strauss & Son, Inc., of Arkansas, Petitioner, v. Commissioner of Internal Revenue. — On Writ of Certiorari to the United States Court of Appeals for the Eighth Circuit.

[February 24, 1959.]

MR. JUSTICE HARLAN delivered the opinion of the court.

These cases, coming to us from two different Circuits, present identical issues, and may appropriately be dealt with together in one opinion. The issues involve the interpretation and validity of Treas. Reg. 111 . . . as applied by the courts below to deny deduction as "ordinary and necessary" business expenses under § 23 (a) (1) (A) of the Internal Revenue Code of 1939 to sums expended by the respective taxpayer petitioners in furtherance of publicity programs designed to help secure the defeat of initiative measures then pending before the voters of the states of Washington and Arkansas.

The Treasury regulations in question each provides in pertinent part that no deduction shall be allowed to "sums of money expended for lobbying purposes, the promotion or defeat of legislation, the exploitation of propaganda, including advertising other than trade advertising . . ." Both Courts of Appeals held that these provisions render nondeductible sums paid by petitioners to organizations which expended them in extensive publicity programs designed to persuade the voters to cast their ballots against state initiative measures, even though the passage of those measures would have seriously affected, or indeed wholly destroyed, the taxpayers' businesses—and that so interpreted the regulations are a valid exercise of the commissioner's rule-making power. We granted certiorari because of the recurring nature of the question, and because of its importance to the proper administration of the Internal Revenue laws.

The Feb. 24 decision of the United States Supreme Court in two similar cases in which the Treasury refused to allow tax deductions for advertising involving proposed changes in state law may have the most widespread implications for public-issue advertising of all kinds, and Advertising Age therefore is printing the decision (minus citations) in full here. While these cases deal directly with advertising which clearly and openly was designed to influence voting on a particular proposition, the implications spill over into other areas of public-issue and public relations advertising, and therefore should be of major concern to all advertising people.

■ A brief review of the facts in the two cases is necessary to an understanding of the issues.

No. 29: In 1948 petitioners William and Louise Cammarano, husband and wife, jointly owned a one-fourth interest in a partnership engaged in the distribution of beer at wholesale in the state of Washington. The partnership was a member of the Washington Beer Wholesalers Assn. In December, 1947 the association had established a trust fund as a repository for assessments collected from its members to help finance a statewide publicity program urging the defeat of "Initiative to the Legislature No. 13," a measure to be submitted to the electorate at the general election of Nov. 2, 1948, which would have placed the retail sale of wine and beer in Washington exclusively in the hands of the state. During 1948 petitioners' partnership paid to the trust fund $3,545.15, of which petitioners' pro rata share was $886.29. The trust fund collected a total of $53,500, which was turned over to an industry advisory committee organized by wholesale and retail wine and beer dealers, which in turn expended it as part of contributions totaling $231,257.10 for various kinds of advertising directed to the public, none of which referred to petitioners' wares as such and all of which urged defeat of Initiative No. 13.* The initiative was defeated.

In preparing their joint income tax return for 1948, petitioners deducted as a business expense the $886.29 paid to the association's trust fund as their share of the partnership assessment. The deduction was disallowed by the commissioner, and petitioners paid under protest the additional sum thus due and sued in the district court for refund. That court ruled that the payments made to the trust fund were "expended for . . . the . . . defeat of legislation" within the meaning of Treas. Reg. 111, and were therefore not deductible as ordinary and necessary business expenses under § 23 (a) (1) (A) of the Internal Revenue Code of 1939. The Court of Appeals affirmed, holding the Regulation applicable and valid as applied.

■ No. 50: Petitioner F. Strauss & Son Inc., is a corporation engaged in the wholesale liquor business in Arkansas. In 1950 an initiative calling for an election on statewide prohibition was placed on the ballot to be voted on in the state general election on Nov. 7, 1950. In May of that year Strauss, together with eight other Arkansas liquor wholesalers, organized Arkansas Legal Control Associates Inc., as a means of coordinating their efforts to persuade the voters of Arkansas to vote against the proposed prohibition measure. Between May 30 and Nov. 30, 1950, Arkansas Legal Control Associates collected a total of $126,265.84, which was disbursed for various forms of publicity concerning the proposed Act.† Strauss' contribution amounted to $9,-252.67.

The initiative measure was defeated in the November election. On its 1950 income tax return Strauss deducted the $9,252.67 as a business expense. The commissioner disallowed the deduction and Strauss filed a timely petition in the tax court seeking a redetermination of the deficiency asserted. That court upheld the action of the commissioner in disallowing the claimed deduction, and the court of appeals unanimously affirmed.

Since 1918 regulations promulgated by the commissioner under the Internal Revenue Code have continuously provided that expenditures for the "promotion or defeat of legislation . . . ," or for any of the other purposes specified in the "corporate" regulation now before us, are not deductible from gross corporate income; and since 1938 regulations containing identical language have forbidden such deductions from individual income. During this period of more than 40 years these regulatory provisions have been before this court on only one occasion. In *Textile Mills Corp.* v. *Commissioner*, 314 U.S. 326, it was held that the commissioner properly disallowed the deduction of sums paid by a corporation to a publicist and two legal experts employed to help secure the passage of legislation designed to secure the return of certain properties in this country seized during World War I under the provisions of the Trading With the Enemy Act. This holding was squarely based on the regulatory provisions now embodied in Treas. Reg. 111, which were found valid and applicable to the facts involved in that case, although the very business of the taxpayer seeking the deduction was the direction of the publicity program in the course of which the expenditures were made.

Petitioners suggest that *Textile Mills* is not dispositive of the present cases, either as to the applicability of the regulations upon the facts disclosed by these records or as to the validity of those regulations under the statute if they are found to be applicable. Essentially, petitioners' contentions are (1) that the regulations cannot properly be construed as applicable to expenditures made in connection with efforts to promote or defeat the passage of legislation by persuasion of the general public as opposed to direct influence on legislative bodies, that is "lobbying"; (2) that in any case the regulations are inapplicable to expenditures made in connection with initiative measures; and (3) that if construed as applicable to the facts here presented the regulations are invalid as contrary to the plain terms . . . of the 1939 Code and possibly as unconstitutional under the First Amendment.

■ We need not be long detained by the question of the applicability of the regulations to petitioners' expenditures. First, we see no justification for reading into these regulatory provisions the implied exceptions which petitioners would have us there find. We cannot accept petitioners' argument that *Textile Mills* should be read as limiting such provisions to direct dealings with legislators, insidious or otherwise. The deductions whose propriety was before the court in that case were for expenditures, characterized by the court of appeals as being for "matters of publicity, 'including the making of arrangements for speeches, contacting the press, in respect of editorial comments and news items'," and for the preparation of "brochures" involving "a comprehensive study of the history of the treatment of persons and property in war," all designed to influence the opinions of the general public. Apart from *Textile Mills*, the courts of appeals have uniformly applied these regulations to expenditures for publicity directed to the general public on legislative matters . . . Petitioners' reading of these regulations would make all but the reference to "lobbying" pure surplusage. We think that the regulations must be construed to mean what they say—that not only lobbying expenses, but also sums spent for "the promotion or defeat of legislation, the exploitation of propaganda, including advertising other than trade advertising" are nondeductible.

■ Likewise unpersuasive is petitioners' suggested distinction between expenses incurred in attempting to promote or defeat legislation pending before legislatures and those incurred in furthering, or it preferred an initiative measure. We think that initiatives are plainly "legislation" within the meaning of these regulations. Had the measures involved in these cases been passed by the people of Washington and Arkansas they would have had the effect and status of ordinary laws in every respect. The constitutions of the states of Washington and Arkansas both explicitly recognize that in providing for initiatives they are vesting legislative power in the people. Every court which has considered the question has found these provisions to be fully as applicable to initiatives and referendums as to any other kind of legislation.

A contrary reading of the regulations would, indeed, be anomalous, for it would mean that expenses of publicity campaigns directed to the public to influence it in turn to persuade its legislative representatives to vote for or against pending bills would be encompassed by the regulations and denied deductibility, whereas a less-diluted form of persuasion and influence, directed to the voters as legislators, would be left at large so far as the regulations are concerned. We see no reason to give so artificial and strained a construction to the pertinent language.

■ The cornerstone of petitioners' argument is that Treas. Reg. 111, § 29.23(o)-1 and § 29.23 (q)-1 are invalid if interpreted to apply to the expenditures here at issue. It is contended that sums expended by a taxpayer to preserve his business from destruction are deductible as ordinary and necessary business expenses under the Code as a matter of law, and that therefore a regulation purporting to deny deductibility to such expenditures is plainly contrary to the statute and *ipso facto* invalid. Petitioners rely upon *Commissioner* v. *Heininger*, 320 U.S. 467, where this Court held that attorney's fees incurred by a mail order dentist in resisting a postal fraud charge which would have ended his business were deductible as an ordinary and necessary business expense.

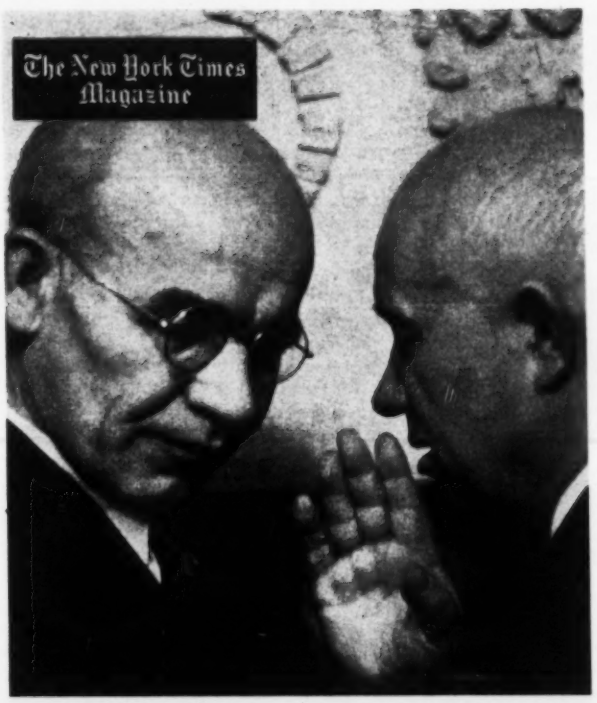
We do not think that *Heininger* governs the present cases, or that it establishes as broad a rule of law as petitioners suggest. In *Heininger* this court held no more than that expenditures without which a business enterprise would inevitably suffer adverse effects, and the granting of deductibility to which would frustrate no "sharply defined national or state policies," . . . were deductible as ordinary and necessary business expenses under the statute. Here the deductions sought are

*A typical advertisement paid for by the industry advisory committee, signed by "Men & Women Against Prohibition," begins: "We intend to Vote Against Initiative 13—because it would mean a return to the speakeasy, the bootlegger, the gangster—and, finally, state-wide PROHIBITION! We urge our friends and neighbors to do likewise."

†A typical advertisement, which ran in all Arkansas daily and weekly newspapers, and which shows as its sponsor "Arkansas Against Prohibition," begins:
"What Does 'One Quart' Prohibition REALLY MEAN? There's nothing like it anywhere . . . it's novel . . . it's unique. But it's sinister . . . It's a plan to destroy the strictly-regulated alcohol beverage business and to turn that business over to the bootlegger."

"I want the best of everything. The best fruit, the best clothes, the best underwear, even if I'm the only one knows I'm wearing it. That's why I came to New York. Because if you make it here, you make it anywhere."... Actress Julie Newmar, The New York Times Magazine, February 8, 1959.

"The Owens Yacht Company regards a schedule of full-color pages in The New York Times Magazine as a basic cornerstone of its advertising program. This preference is borne out by field men and dealers in all regions of the country."... SIDNEY LEVYNE of S. A. Levyne, Baltimore, advertising agency for Owens.



inside The New York Times Magazine

If, like Miss Newmar, you want to *make it* in New York, may we suggest you use The New York Times Magazine as the *cornerstone* of your magazine program? You'll sell New York. You'll sell 1,300,000 families in 10,700 U. S. communities. You'll sell retailers across the country. And since **The New York Times Magazine** is distributed exclusively with The New York Times, you'll add the strength of America's biggest Sunday newspaper salesman to your magazine schedules. All at surprisingly low cost.

Did you know that The New York Times Magazine is one of the top consumer magazines in travel and resort advertising? Pan American used four-color double spreads to announce its 575 mph Jet Clipper service. Says Willis G. Lipscomb, Pan Am traffic and sales vice president, "For many years, The New York Times has been a CORNERSTONE of our advertising. We place more space in it than we do in any other publication in the world."

prohibited by regulations which themselves constitute an expression of a sharply defined national policy, further demonstration of which may be found in other sections of the Internal Revenue Code.

■ As was said in *Textile Mills*, "the words 'ordinary and necessary' are not so clear and unambiguous in their meaning and application as to leave no room for an interpretative regulation. The numerous cases which have come to this court on that issue bear witness to that." In the present cases there is before us regulatory language of more than 40 years' continuous duration expressly providing that sums expended for the activities here involved shall not be considered an ordinary and necessary business expense under the statute. The provisions of the Internal Revenue Code which underlie the regulations have been repeatedly re-enacted by the Congress without the slightest suggestion that the policy expressed in these regulatory measures does other than precisely conform to its intent.

In 1934 the Court of Appeals for the Ninth Circuit denied deduction to expenses incurred in connection with a referendum which would, if passed, have increased the taxpayer's business. And in 1936 the same court in *Sunset Scavenger Co. v. Commissioner*, reversed the Board of Tax Appeals to hold that the regulatory language now before us, through repeated re-enactment by Congress of the underlying legislation, already had acquired the force of law, and applied it to deny deductibility to expenditures made by an incorporated association of garbage collectors for a publicity program directed to the general public urging the defeat of legislation which would have injured the business of the association's membership. The court recognized that the Board of Tax Appeals had twice previously held similar expenditures deductible so long as not made for an illegal purpose, but pointed out that in both of those cases the effect of the regulation had been entirely disregarded, and that they were therefore not sound authority. Three years later the Congress, in the face of these decisions, again re-enacted without change in the 1939 Code the "ordinary and necessary" business expense section.

■ It is also noteworthy that Congress, in its 1954 re-enactment of the Internal Revenue Code, again adopted the "ordinary and necessary" provision without substantive change, following consistent rulings by the courts subsequent to the 1939 re-enactment holding these regulations applicable to sums spent in efforts to persuade the general public of the desirability or undesirability of proposed legislation affecting the taxpayer's business. Although the tax years involved in the cases before us are 1948 and 1950, and a 1954 re-enactment of course cannot conclusively demonstrate the propriety of an administrative and judicial interpretation and application as made to transactions occurring before the re-enactment, the 1954 action of Congress is significant as indicating satisfaction with the interpretation consistently given the statute by the regulations here at issue and in demonstrating its prior intent.

■ Under these circumstances we think that the regulations have acquired the force of law. This is not a case where the government seeks to cloak an interpretative regulation with immunity from judicial examination as to conformity with the statute on which it is based simply because Congress has for some period failed affirmatively to act to change the interpretation which the regulation gives to an otherwise unambiguous statute. Nor is it a case where no reliable inference as to Congress' intent can be drawn from re-enactment of a statute because of a conflict between administrative and judicial interpretation of the statute at the time of its re-enactment. Here we have unambiguous regulatory language, adopted by the Commissioner in the early days of federal income tax legislation, in continuous existence since that time, and consistently construed and applied by the courts on many occasions to deny deduction of sums expended in efforts to persuade the electorate, even when a clear business motive for the expenditure has been demonstrated.

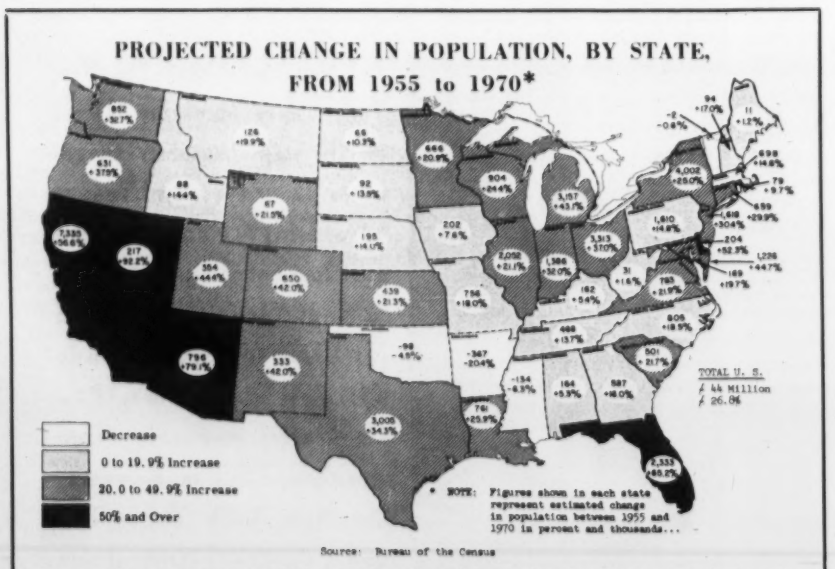
■ In these circumstances we consider that what was said in *Massachusetts Mutual Life Ins. Co. v. United States*, 288 U. S. 269, 273, applies here:

> "This action [of Congress in re-enacting a statute] was taken with knowledge of the construction placed upon the section by the official charged with its administration. If the legislative body had considered the Treasury interpretation erroneous it would have amended the section. Its failure so to do requires the conclusion that the regulation was not inconsistent with the intent of the statute unless, perhaps, the language of the act is unambiguous and the regulation clearly inconsistent with it."

This Court has heretofore recognized that the "ordinary and necessary" language of the Code is hardly unambiguous, and we cannot say that these regulations are clearly, or even apparently, inconsistent with it.

The statutory policy is further evidenced by the treatment given by Congress to the tax status of organizations, otherwise qualified for exemption as organized exclusively for "religious, charitable, scientific, literary or educational purposes," which engage in activities designed to promote or defeat legislation. As early as 1934 Congress amended the Code expressly to provide that no tax exemption should be given to organizations, otherwise qualifying, a substantial part of the activities of which "is carrying on propaganda, or otherwise attempting, to influence legislation," and that deductibility should be denied to contributions by individuals to such organizations. And a year thereafter, when the Code was for the first time amended to permit corporations to deduct certain contributions not qualifying as "ordinary and necessary" busines expenses, an identical limitation was imposed. Revenue Act of 1935, § 102 (c), 49 Stat. 1016. These limitations, carried over into the 1939 and 1954 Codes, made explicit the conclusion derived by Judge Learned Hand in 1930 that "political agitation as such is outside the statute, however innocent the aim . . . Controversies of that sort must be conducted without public subvention; the Treasury stands aside from them." The regulations here contested appear to us to be but a further expression of the same sharply defined policy.

Petitioners suggest that if the regulations are construed to deny them deduction, a substantial constitutional issue under the First Amendment is presented. They rely upon *Speiser v. Randall*, 357 U. S. 513, where a California statute requiring the taking of a loyalty oath as a condition of property tax exemption was struck down on grounds of procedural due process. This contention, made by neither petitioner below, is without merit. *Speiser* has no relevance to the cases before us. Petitioners are not being denied a tax deduction because they engage in constitutionally protected activities, but are simply being required to pay for those activities entirely out of their own pockets, as everyone else engaging in similar activities is required to do under the provisions of the Internal Revenue Code. Nondiscriminatory denial of deduction from gross income to sums expended to promote or defeat legislation is plainly not " 'aimed at the suppression of dangerous ideas'." Rather, it appears to us to express a determination by Congress that since purchased publicity can influence the fate of legislation which will affect, directly or indirectly, all in the community, everyone in the community should stand on the same footing as regards its purchase so far as the Treasury of the United States is concerned. #


PROJECTED CHANGE IN POPULATION, BY STATE, FROM 1955 to 1970*
Decrease
0 to 19.9% Increase
20.0 to 49.9% Increase
50% and Over
TOTAL U. S. + 44 Million + 26.8%
* NOTE: Figures shown in each state represent estimated change in population between 1955 and 1970 in percent and thousands...
Source: Bureau of the Census

WHERE PEOPLE ARE GOING—*This picture of projected changes in the population, by states, was drawn by the marketing research office of Ford Motor Co., based on census estimates. It shows Arizona, Nevada, California and Florida as growing 50% or more, whereas Oklahoma, Arkansas, Mississippi and Vermont are expected to show declines.*

Quality Criteria for Radio Stations

"Not sheer numbers of people, but quality of programming is the primary consideration in evaluating radio stations on which to place advertising aimed at a quality audience," said the media department of Campbell-Mithun, Minneapolis, in discussing a program for a client. It came up with a study of "quality" radio, included in which were the criteria for determining a quality station which are shown here.

For purposes of qualitative evaluation, we propose to characterize stations by means of certain *specific* facts to establish a high quality of programming:

• 1. When 25% or more of a station's time is devoted to news, sports, and informational features.

• 2. When a station broadcasts a *broad range* of entertainment as contrasted with broadcasting within a *limited choice* of music and personalities. (*Certain exceptions, such as stations specializing in cultural entertainment, must be noted.*)

• 3. A high standard of programming is achieved when a station employes the necessary number of people required to maintain *high traffic control standards* and to be responsible for smooth execution (or production) of *programming* with a minimum of error.

• 4. High standards are maintained also when a station does *not habitually* utilize production techniques, special sound effects, promotion of its features or call letters, or stress certain themes *excessively—solely* for the *obvious purpose of repetition*.

■ Thus, a station which programs with a staff of experienced or gifted personalities to a wide range of tastes, utilizes an adequate staff to gather and edit news and information, maintains good, modern facilities and experienced staff for production and supervision, can broadcast high quality programming whether it is an independent "modern" station or an "old line" network affiliate.

Such characteristics apply also to many stations that have pioneered themselves into so-called "new sounds" and unconventional programming techniques.

Rating services indicate wide public acceptance of some of the newer programming and production techniques. Audience increases are based *initially* on curiosity and giveaway devices.

But only when high quality programming is maintained are audiences maintained also.

In many large cities, the stations which hold the highest ratings are independent rather than network.

■ By our gauge of quality programming, the *least* desirable type of station has the following characteristics:

• 1. Generally only 18 to 25% of its time is devoted to news and information. Also, this news and information is presented in hypoed fashion without regard to the relative importance of various news stories and facts.

• 2. The selection of entertainment is limited—usually by a rigid formula, to certain popular tunes or a certain restricted type of music, or constantly repeated types of music.

• 3. The station excessively promotes its own features or call letters with certain distinctive sounds for pure repetition. There is no sense of taste or discernment, only constant emphasis.

• 4. The constant use of gimmick-type sounds and features, creates production situations calling for extremely quick changes in recordings, frequent switching of amplifiers, changes in microphone characteristics, changes of voice. These situations, or combinations of them, used frequently, prevent normal rehearsal. Lack of rehearsal causes errors. Errors register on the air as poor balance between recordings and voice, muffled or distorted sounds, over modulated sound or as occasional mixups in script or special effects. #

Do you remember the thrill of your first sight of bear cubs in the North Woods? The way they interrupted their frolic to stare curiously at you with their bright, black eyes? You never outgrow the wonder of seeing Wisconsin wildlife in its native habitat. Forest and lakes, birds and "wild" animals combine to help make Wisconsin Wonderful!

recapture this thrill for yourself and your family in wonderful

WISCONSIN

WISCONSIN CONSERVATION DEPT.
State Office Bldg., Room 80, Madison 1, Wisconsin

NOSTALGIA—*Bear cubs are featured in the first of a series of ads promoting vacations in Wisconsin. Copy, using a "Do You Remember?" theme, will run in Holiday, National Geographic, Red Book and Travel. Arthur Towell Inc., Madison, is the agency for the state's spring and summer campaign.*

Hamilton Institute Sets Drive Telling of Business Exec Need

Alexander Hamilton Institute, executive training specialists, has set an advertising and publicity campaign based on shortage of business execs in the U.S. The company plans to use business publications, including *Dun's Review*, *Fortune* and *U.S. News & World Report*, on a monthly basis through 1960. Wunderman, Ricotta & Kline is the agency.

ABC Radio Signs 7 Stations

Seven stations have affiliated with ABC Radio. They are WGBG, Greensboro, N.C.; WWOL, Buffalo; WCKI, Greer, S.C.; WHAY, New Britain, Conn.; WBLG, Lexington, Ky.; WABG, Greenwood, Miss., and WKOZ, Kosciusko, Miss. WGBG will continue its affiliation with Mutual. The others all have been operating independently.

Raphael Joins Videotape

Fred Raphael has resigned as manager of film commercial production at J. Walter Thompson Co. to become manager of client relations of Videotape Productions, New York.

1000 SALES IDEAS ONLY $10

Successful ideas from successful companies on

SALES, MERCHANDISING, ADVERTISING, PROMOTION!

Each month, for a year, you receive Briefed with its 100 or more sales-tested, profitable experiences . . . showing results produced . . . as reported in the nation's leading business and trade publications. Adapt them to your own profitable use. Worth many times the $10 you send!

BRIEFED

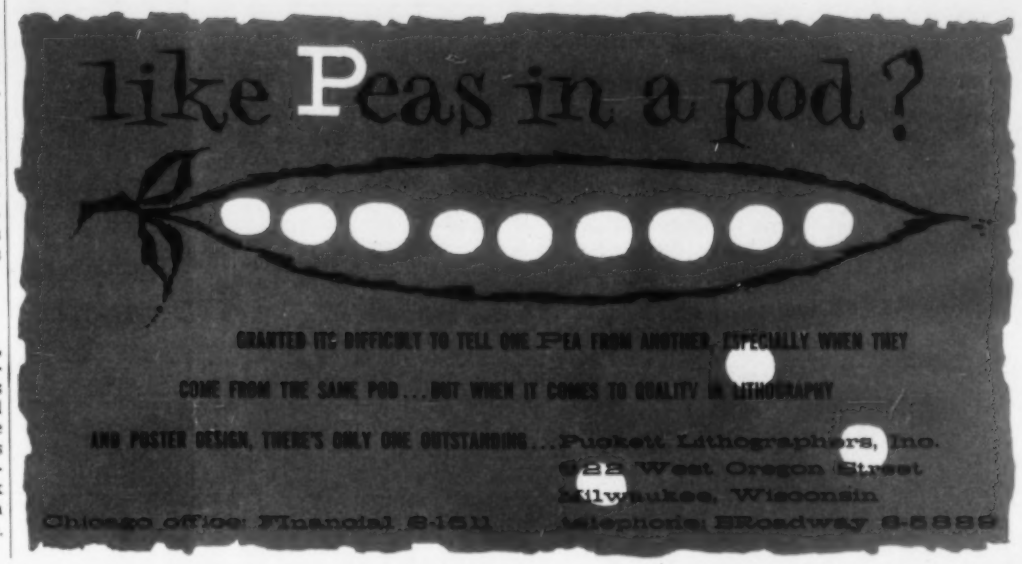
400 Madison Ave. (Dept. A), N. Y. 17

Medill Names Arpan

Floyd G. Arpan, Northwestern University professor of journalism, has been named director of the business press institute at the university's Medill school of journalism, Evanston, Ill. Jack Z. Sissors, assistant professor of journalism, has been appointed assistant director. The institute will be a center for information about the business press and will offer seminars and short courses for professionals in the business press field.

Strachan Estate Is $1,339,825

Kenneth Strachan, of Baldwin, Bowers & Strachan, now a division of Rumrill Co., left a gross estate of $1,339,825 when he died Dec. 5, 1956, according to a state tax appraisal filed in surrogate's court. Mr. Strachan, vp and treasurer of the agency, left the bulk of the estate in trust to provide a life income for his widow, Mrs. Marjorie Strachan.


like Peas in a pod?
GRANTED IT'S DIFFICULT TO TELL ONE PEA FROM ANOTHER, ESPECIALLY WHEN THEY
COME FROM THE SAME POD . . . BUT WHEN IT COMES TO QUALITY IN LITHOGRAPHY
AND POSTER DESIGN, THERE'S ONLY ONE OUTSTANDING . . . Puckett Lithographers, Inc.
422 West Oregon Street
Milwaukee, Wisconsin
Chicago office: FInancial 6-1611
Telephone: BRoadway 6-6886

It's Bright!

It's Lively!

It's All New!

"O" makes it Official

He's spreading the word.

The **NEW** KHJ

Is soon to be heard!

Beginning March 16th,
a new sound will be coming
from the
93 spot on the radio dial
in hundreds of thousands of
Greater Los Angeles homes.

It's the bright, lively,
new, animated
Foreground Sound of Radio 93
KHJ-Don Lee . . .
more
appealingly vital,
more
attention compelling
than ever before.

It's the newest,
most modern way to
tell your story to the
adult market.

It's radio in motion . . . Radio 93
KHJ-Don Lee
and it's coming March 16th.

Listen for it!

KHJ RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.

Laughlin Opens in Dallas

Jess M. Laughlin Co., Los Angeles, publishers' representative, has opened a branch office at 1416 Commerce St., Dallas. Donald R. Brown is manager of the new office.

Titan Sales Names Tartaro

Titan Sales Corp., Buffalo, distributor of portable electric heaters, has appointed Tartaro Advertising, Buffalo, as its advertising agency, replacing Gotthelf & Weil, Buffalo.

For Full POPAI Story, See Page 71.

Along the Media Path

Guy Gannett Publishing Co., Portland, Me., has geen granted permission to build the world's tallest man-made structure—a 1,619' tv tower at Raymond, Me., for use by WGAN-TV, Portland.

• **KMOX,** St. Louis, CBS radio outlet, has launched a new merchandising plan called "Total Marketing Plan." When in full operation, the plan will cover more than 2,000 stores doing 95% of the dollar volume in the St. Louis market.

• The **Radio Advertising Bureau** and **Ford Motor Co.** have joined forces in a major effort to arouse enthusiasm among automobile dealers for the power of radio advertising. The giant auto maker has mailed to its 7,000 dealers a primer on radio explaining why Ford uses the medium extensively and how radio can be adapted by dealers locally to help increase sales.

• **Redbook** is launching a nationwide program of annual shopping center achievement awards to honor outstanding examples of imaginative promotion and community service. For details and official entry blank, write John Hilz, secretary, shopping center awards committee, *Redbook*, 230 Park Ave., New York 17.

• **WMC** and **WMCT,** Memphis radio and tv outlet, have just opened their ultra-modern, million dollar offices and studios.

• **Houston Magazine** marked its 30th anniversary with its February issue.

• **Parade's** new "How to Win Votes & Move Goods" promotion brochure sells all Sunday newspaper sections. *Parade* itself is mentioned once, near the end of the promotion piece.

• For the second consecutive year, **Electrical Merchandising** will have a special report on hi-fi and stereo. The report will appear in the July issue.

• **"TV Guide** Goes to School" describes the magazine's role in creating a special program guide for the experimental tv classroom program in Washington County, Md.

• The **Portland Oregonian** brought out a special 84-page "Panorama of a Century" section on Feb. 11 to commemorate the state's 100th anniversary on Feb. 14. The centennial issue totaled 148 pages and 462,000 copies were run off for what the paper described as "the largest *Oregonian* ever produced on a week day" and the longest press run for either the daily or Sunday paper.

• A promotion letter from **Crosley Broadcasting Corp.** for its **WLW** stations (Atlanta, Cincinnati, Columbus, Dayton and Indianapolis) says that a radio station "must be truly a good neighbor in the community." An accompanying "spread" says that "Our finest award—is written in pencil" and reproduces a letter: "Thank you for the toys you sent me when I was in the hospitl (sic). I still have them."

• **Playboy** has released the second in a series of record albums which is based on the publication's annual jazz poll of its readers. The album sells for $9. *Playboy* also announces that its average total paid circulation for the six months ending Dec. 31 was 890,357, an increase of 17.2% over the average circulation of 760,071 for the same period in 1957. Ad linage for the first two months of 1959 is 17.8% over the same period in 1958, *Playboy* says.

• Weather programs presented on the **WFIL,** Philadelphia, radio and tv stations, have been awarded the first official "Seal of Approval" by the American Meteorological Society, according to WFIL. The new seal confirms that weather programs are prepared and presented in accordance with the society's standards.

• **WJR,** Detroit, is promoting its no-double-spot policy with a "Snake Eyes Means You Lose" mailer. A pair of dice, with each side single-spotted, are attached to a box with the inscription: "Roll these dice and you'll get a double spot every time."

• **Edwin Seymour Inc.,** New York, international newspaper representative, notes that effective March 1 all U. S. television programs going to overseas military stations will be edited to eliminate commercials. It takes the opportunity therefore to point out that advertisers may reach U. S. servicemen on Okinawa and Bermuda through two Seymour-represented papers—the *Morning Star* (Okinawa) and *Skyliner* (Bermuda). Seymour also announces that it has been appointed eastern representative of the *Hawaii Times*.

• **Department of New Laurels:**

American Boxmaker's December, 1958, issue was up 18.3% over June with the average for the second half of the year 5.7% ahead of the first half.

Redbook closed the first quarter of 1959 with 6.2% more display advertising linage than it ran during the same period of 1958. Revenue from display advertising was up 24.3% for the same period.

Popular Mechanics' March issue achieves a new high in advertising revenue for the month. March revenue is almost 10% greater than for any other March in the history of the magazine.

Nation's Business first quarter advertising page volume is 16.8% ahead of the same period last year. Revenues for the January-March, 1959, issues are running 21% higher than 1958 due to a marked increase in color advertising.

Electronic Design closed March with 440 advertising pages—a gain of 42% over the same period last year.

Gas Industries advertising volume gained more than 100% in January and February, 1959, over the corresponding months of 1958.

The **Kansas City Star** sold 3,428,286 lines of advertising in January, 1959, 3.6% more than January of last year. Retail advertising was up 8%, national advertising down 25% and classified was up 11%.

With its March issue carrying 78 pages of advertising, worth more than $2,800,000, **Reader's Digest** has completed a first quarter that set new records in every category.

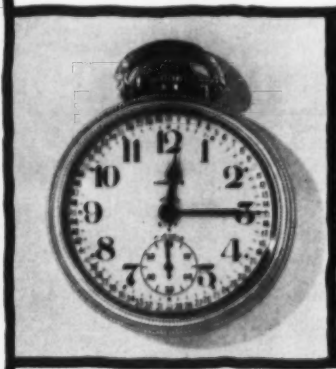
Good Housekeeping celebrates its highest first quarter billing in its history. Ad revenue for April is up 16.2% over a year ago, making this the best first four months the magazine has ever had. Ad revenue totaled $6,436,432 for the period. Ad linage for April shows a 7.8% increase over the same month in 1958.

Interior Design's first quarter was the largest in its history, with a 22% advertising page gain over 1958's similar period.

Greater Philadelphia Magazine, regional monthly, has increased its total ad linage in the first quarter of 1959 over the same quarter a year ago by 16.5%. Audited circulation figures, now around 15,000, are expected to

Picture Q*

*What's your WOODquotient?

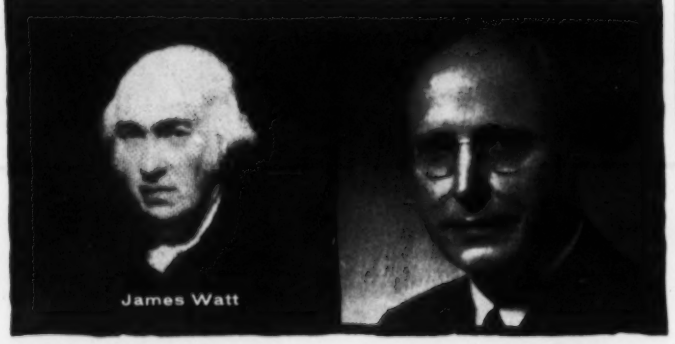


In how many of the 506 quarter hours per week does WOOD-AM have the greatest share of the audience? 372, 492, 453

↑ Answer: 453

Which city isn't covered by WOOD-AM: Grand Rapids, Holland, Greenville, Portland, Carson City, Nashville?

They all are. Strictly, eh?



How many watts do we have? 500 1000 5000

Only 3 in the phone book, ha! WOOD has 5000.

This is the man that said WOOD-AM has more weekly coverage than the next 3 stations combined. He is Mike Lareau, Bill Schroeder, A. C. Nielsen.

A.C. Nielsen. N.C.S. No. 2. The others agree.

How to rate your WOODquotient:

0 right — Meathead — try copywriting
1-2 right — Study up man, you aren't with it
3 right — Ask your boss for a raise
4 right — Send us a resume; and when would you like to start?

†WOOD-AM is first—morning, noon, night, Monday through Sunday
April '58 Pulse Grand Rapids

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

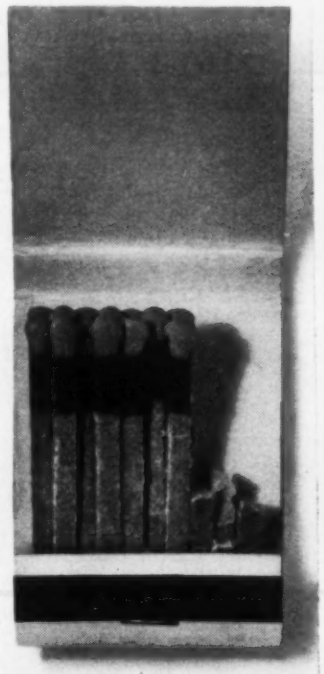
WOOD-TV — NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

A Major Midwestern Industrial Market in the Ohio River Valley—the Ruhr of America—where one Daily Newspaper Combination reaches 9 out of every 10 families

SELL LOUISVILLE FOR ALL IT'S WORTH!

The Courier-Journal
THE LOUISVILLE TIMES

392,839 DAILY COMBINATION • 311,073 SUNDAY
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



R. J. REYNOLDS earmarks most of its network radio appropriation for CBS Radio. Because it's what's up front that counts! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

Von Tress Bockover Bolin Eaton

PITTSBURGH PARTY—*Roger H. Bolin, director of advertising for Westinghouse Electric, and E. E. Bockover, media manager for that company, were guests of The Saturday Evening Post when the magazine opened a new ad sales office in Pittsburgh. Hosts included Edward C. Von Tress, senior vp and advertising director for Curtis Publishing, and Howard T. Eaton Jr., newly named Pittsburgh publication manager of the Post.*

reach 18,000 by the end of 1959.

Ad volume in **Coronet** in the first quarter totaled 159 pages, up 28% over the comparable period last year. Revenue in the first quarter was $1,081,200, a 38% gain from last year's three-month total.

New Mexico Farm & Ranch ran an alltime high of 129,377 lines of advertising in 1958—22% ahead of 1957.

Advertising in **Scientific American** during the first quarter of 1959 is up 64 pages—28.2%—over the first three months of last year.

With an estimated total circulation for February in excess of 5,600,000, **McCall's** sets an alltime circulation record for any month in the magazine's 89-year history.

Glamour reports an alltime high in footwear advertising linage in the March issue with 24.7 pages—a gain of five pages over March, 1958, and 14.3 pages over March, 1957. As a merchandising aid for its show issue, *Glamour* has prepared a 5 x 7' shoe and accessory display chart which is available to retailers tying in with the shoe promotion.

An increase of 39% in linage for the first three months of 1959 has been reported by **Popular Boating.** This represents 70 more pages of advertising in the three issues than in the comparable 1958 period. *Popular Boating* also reports an average paid circulation of 135,587 for the last six months of 1958, and a change in cover price from 35¢ to 50¢, effective with the March issue. The magazine will inaugurate a new design section, starting with a 16-page colored pulp insert, in April.

Sports Illustrated's advertising orders for 1959 are running 22% ahead of last year, according to William W. Holman, ad director. *SI* also has released new rates and data for its regional editions. The eastern rate base rises from 200,000 to 240,000 with no page rate change and the midwestern rate base goes to 200,000 from 150,000 with a page rate increase from $1,395 to $1,550. In addition, a new southern regional edition is scheduled to appear every four weeks beginning March 16. The magazine's national page rate and rate base of 850,000 continue in effect.

The growth of international advertising is pointed up by **Life International's** blockbuster Feb. 2 issue. This 150-page special double issue on "U. S. Entertainment" carried more than $200,000 of advertising, biggest issue in the magazine's history. Robert Smith, ad director, points out that "advertisers invested more in this one issue than they did in the publication's first half-year, July-December, 1946."

Good Housekeeping says its April issue carries a 7.8% increase in advertising over the 124.6 pages carried in April, 1958.

The **New York Times** reports the biggest January in its history with weekday circulation averaging 681,112, an increase of 62,290 over the same month last year. The Sunday average for the month was 1,355,206, a gain of 83,738 over January, 1958. The *Times* ad total for January was 4,915,341 lines, up 731,425 from January of the year before.

Newsweek reports a new average net paid circulation of 1,244,887 for the last six months of 1958. This represents an increase of 90,876 over the 1,154,011 for the corresponding period of 1957. *Newsweek* also reports an increase of 4% in linage, 10% in revenue for January, 1959, compared to January, 1958.

The April **Field & Stream** will have the largest dollar volume of advertising of any issue in its 64-year history.

Seventeen shows a gain of 5.4% (or 9,252 lines) in advertising linage for the first quarter of 1959 over the same period in 1958.

Automotive Retailer chalked up a new record with its January, 1959, show issue—the highest revenue producing issue in its 23-year history—20% over its January, 1959, issue.

Advertising in the seven **Petersen Publishing Co.'s** magazines for the first quarter of 1959 are the highest in the company's 11-year history. Dollar volume is up 34.3% over the same quarter 1958. Percentage of dollar volume differences for this quarter over the 1958 quarter are: *'Teen*, up 136%; *Hot Rod*, up 46.5%; *Motor Life*, down 3.2%; *Motor Trend*, up 8.5%; *Rod & Custom*, up 125%; *Car Craft*, up 105%; *Custom Cars*, up 32.2%.

TV Guide's ad revenue for January was 45.7% greater than for the same month last year. January ad revenue totaled $889,121, or $279,082 over January, 1958.

VIDEOTAPE™

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

NOTICE to all media buyers!

The standard Metropolitan area concept alone does not give the true picture in Roanoke, Va.

Write now for your copy of "Metropolitan Areas vs Total Newspaper Markets", which gives the *true* picture of the Roanoke Market and its rank in relation to the markets of the nation.

100% Coverage — **THE ROANOKE TIMES AND THE ROANOKE WORLD-NEWS** blanket the Roanoke Metropolitan area with 100% coverage every day.

16 Counties — **THE PRIMARY MARKET** of the Roanoke Newspapers embraces 16 counties with a 61% coverage daily.

61 Cities and Towns — **95% COVERAGE** by The Roanoke Times and The Roanoke World-News in the 61 cities and towns in the primary market is guaranteed daily.

552,000 People — **SECOND LARGEST MARKET IN VIRGINIA.** 552,000 people. 75th in size in the nation. Covers 7,516 sq. miles.

Nearly ½ Billion Dollar Market — **THE ROANOKE NEWSPAPERS' PRIMARY MARKET** is 80th in the nation with net buying income of $690,937,000.

ROANOKE IS A *Natural* TEST MARKET

It is isolated from competing markets, has minimum penetration from outside, self-contained economy, diversified industry, representative population, adequate size, sufficient distributive outlets, good newspaper coverage.

Roanoke is a Burgoyne Test City with spot color

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER · FERGUSON · WALKER CO

The Daily Newspaper is the Total Selling Medium

Quick Facts About ROANOKE NEWSPAPERS' 16-County Primary Market

ROANOKE NEWSPAPERS' COVERAGE	
Metropolitan area	100%
61 Principal cities and towns	95%
16-County primary market	61%

NEARLY HALF-BILLION-DOLLAR-MARKET with 552,000 people.

SIZE of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 75th in Nation.

HOUSEHOLDS: 76th in Nation, with 138,500.

NET BUYING INCOME: 80th in Nation, with $690,937,000.

CONSUMER SPENDING UNITS: 74th in Nation, with 158,514.

RETAIL SALES: 82nd in Nation, with $474,497,000.

FOOD STORE SALES: 85th in Nation, with $109,654,000.

EATING & DRINKING SALES: 79th in Nation, with $23,664,000.

GEN. MDSE. SALES: 79th in Nation, with $60,981,000.

APPAREL STORE SALES: 92nd in Nation, with $25,260,000.

FURN. HSLD. & APPL. SALES: 86th in Nation, with $24,884,000.

AUTOMOTIVE SALES: 80th in Nation, with $104,998,000.

GAS SERVICE STATION SALES: 78th in Nation, with $42,210,000.

BLDG. MAT. & HDW. SALES: 106th in Nation, with $28,026,000.

DRUG STORE SALES: 81st in Nation, with $14,264,000.

ALL OTHER RETAIL SALES: 74th in Nation, with $40,556,000.

*1958 Survey of Buying Power

HE SELLS EVERYTHING . . .

To the Farm Market!

He runs the Farm Store . . . a rural supermarket serving a $22 billion market. He's one of 30,000 who sell practically *everything* the farmer needs to buy.

He's the man *Farm Store Merchandising* was made for.

For complete facts and figures, see BPRD Classification 44A or write:

FARM STORE MERCHANDISING

THE MILLER PUBLISHING CO.
Box 67 Minneapolis 40, Minn.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Where Were Agency Associations in Model Suit? Reiss Thinks Question Is Pertinent

To the Editor: I read with considerable interest your coverage of the court ruling on the model suit. ["Court Rules Model Release Gives Advertiser Full Power Over Photo," AA, Jan. 19]. It certainly is surprising how one little girl can keep so many lawyers happy for so many years.

I was particularly intrigued by the sentence that read, "She was supported in this claim by briefs filed by the American Society of Magazine Photographers, the Joint Ethics Committee of the Art Directors Club of New York, Artists Guild of New York and the Society of Illustrators." I also noticed that she was supported in her suit by her husband, Mr. Russell, who I suppose was representing all the hard-working account executives.

The appalling situation, it seems to me, in this instance, is that every facet of the advertising agency economy seems to be represented with the exception of the probably all-important one—the agency principals. Doesn't it seem to you rather unusual that in an industry that is so short on the profit margin, so short on life span for its executives, and so vulnerable to the onslaughts of all, including Milton Berle, that not one agency group saw fit to come to the assistance of an agency in distress?

Maybe I ought to make the correction that the League of Advertising Agencies in New York did volunteer to render such support as it could in the prosecution of this case. For that we are exceedingly grateful. At least it shows that there is some spark of unity among agency principals in this country.

I thought this observation might be of interest to you. It seems to me that at this time top agency men had better think of a more unified approach to the various problems confronting them. Individually we'll be picked off and slaughtered; collectively we might make a stand that will help not only ourselves but also the economy in general.

B. M. Reiss,
Friend-Reiss Advertising Inc., New York.

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Warns Against Beating Watches 'Just for Fun'

To the Editor: Methinks the story about the knocking about of the Elgin watch is a bit too much emphasis on advertising and hard sell (Tyler Picks Ten, AA, Feb. 9).

I would think that the Elgin people would mention in their tv commercials as well as print media that the Elgin will withstand such ruggedness but the public should not dare to put the watch through such stages of punishment for experiment.

No watch can withstand such punishment as shown by the Elgin commercial tv ads. The staff of the balance wheel is so fine and so well polished and can't be seen with a naked eye that even with "shock absorbers" the pinion of the balance wheel may bend or break. At times the staff of the balance wheel can break just from the change in weather. So, subjecting the watch to such constant punishment by a child as shown by the Elgin tv commercials may tend to such treatment by people who may desire to test their watch just for fun.

Thus this type of advertising doesn't lend any aid to sale of watches but deters its reputation of finding "time on your hands."

If the Elgin people would show a watchmaker giving the watch some rough treatment by bouncing it off of a rug or constant hammering of the hand with a sledge hammer this would give the viewer or seeing eye the ruggedness a shock absorbing watch can take.

In other word, just an ordinary fall of a watch from your wrist may save the balance wheel pinion from bending or breaking which is the heart of every watch.

What advertising does need is more people on accounts with experience in the respective fields and not just would-be experts.

Leo Reiner,
New York.

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Vicks Applauded, Decried by AA 'Expert' Columnists

To the Editor: I could easily write a few well chosen words on the "expert" differences expressed in the two columns attached.

I would be interested in your view.

Arnold J. Lerman,
Advertising Manager, Ceiling Sales Corp., Brooklyn.

Mr. Lerman refers to a Vicks cold tablets ad which Bill Tyler said contains "one of the most believable promises a cold preparation could have," whereas Clyde Bedell found the same claim "more amusing than convincing." AA has no "view" on the differences of opinion among its columnists on this point, beyond reiterating that our columnists express their own viewpoints and are neither expected nor required to agree with each other at all times. Advertising, like foreign affairs, politics and religion, is an area in which conscientious experts may and often do differ.

•

To the Editor: For those who frequently disagree with the experts, your issue of Feb. 9 lends hope. Referring to a Vicks ad that states "Relieve colds, sinus pain 53% faster than other leading antihistamine cold tablets":

Page 61, Clyde Bedell, Creative Consultant: "This is more amusing than convincing."

Page 63, William D. Tyler, head of creative activities, Benton & Bowles: "It is indeed fortunate that it also contains one of the most believable promises a cold preparation could have."

Anyone need a part-time moderator?

R. L. Turner,
Account Executive, Benton & Bowles Inc., New York.

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It's 'D as in Doyle'

To the Editor: We have been "hoist by our own lack-of-commas."

Reference: your alphabetical listings on Pages 2 and 96 where Bill Bernbach discovered he had a changed first name and a brand new middle name. Bernbach is going to be confused when friends start addressing him by his many names.

To your usually alert proof reader—a gentle slap on the wrist.

Doyle (as in Ned),
Dane (as in Maxwell)
Bernbach (as in William),
Doyle Dane Bernbach

The agency's name was classified alphabetically under "B," as if it were Bernbach, Doyle Dane.

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Fills in Important Item

To the Editor: In your information in the Feb. 23 issue on agency billings and activities during 1958, you left something very important unsaid.

You covered our increase in billings, our new business gains and our personnel reshuffling very well. But, after mentioning the 10% salary cut imposed last spring, you neglected to observe that the entire amount withheld was returned, retroactively, in October.

Take it from those who know, *that* was the highlight of 1958!

Joseph J. Judge,
Kenyon & Eckhardt Inc., Chicago.

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Powers, Retired, Reports on the Good Life

To the Editor: If you have wondered what happens to over-age "Pub Reps," here's a report from one.

After 52 years as a "rep" in Chicago [Powers-Hayward] I retired Nov. 1 and moved here. So far no problem, just loafing and fussing in and out of a pretty new home located in John Riley's 40-acre plot restricted to "retirement." No teen-agers; everybody over 45. Riley worked with Ross Gamble, Burnett, etc., at Erwin-Wasey some years back. He has a unique thing going here which will be featured in *American Home's* March issue.

ANNIVERSARY—*E. J. Powers, publishers' representative for 52 years, helps his wife Hazel do the cake-cutting at their recent 50th wedding anniversary party in Tucson.*

I didn't look forward to retirement at all but as I say, so far no problems. Of course the lovely climate here helps.

Here is a picture taken by Bill Small's *Tucson Citizen* of our 50th anniversary party.

E. J. Powers,
Tucson, Ariz.

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Amplifies McMahan's Story on Foreign Film Producers

To the Editor: As much as I enjoyed reading Mr. McMahan's article on foreign film producers (AA, Jan. 12), I would like to put straight some facts that I wish Mr. McMahan had put straight before writing the article.

1. *Must foreign producers go it alone? Are we too sensitive?*

You can't work with London agency people very long with this attitude. As the largest foreign producer in London, we are in constant contact with surely the most exacting agency people in the world.

Of course, like any producer, we think we're pretty good, by ourselves, but we welcome agency direction. Seek it. Insist on it. Agency men have been known to speak on our sets (one even shouted, once).

2. *Do we work on Spec.?*

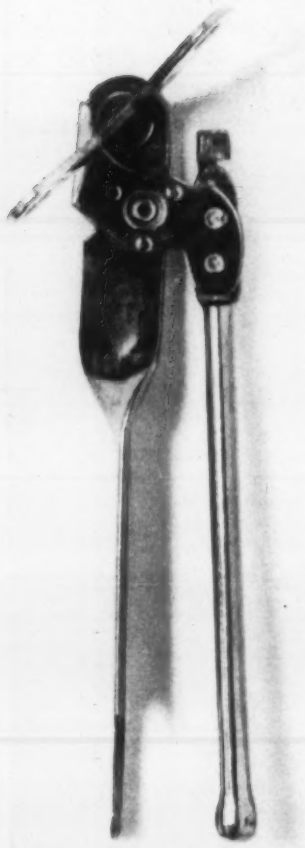
We can't expect a client to write us out a check before we present him with film ideas. People call us in the first place because our films offer something fresh, but we are expected to *prove* to each client, each time, our freshness before the film is ordered.

Our writing and storyboard departments work exactly like those in agencies in the States: (a) We meet with client to discuss problem; (b) we work out initial rough copy plan and rough film approach. Check with client; (c) we storyboard for client presentation; and (d) we wait and hope.

Our storyboard fee is *nowhere near* the amounts mentioned in Mr. McMahan's article, and for rough boards and ideas the charge is O.

3. *Are we fast?*

Yes. It surprised me to learn that one French film producer works only from noon until eight. (This is only for shooting live action.) We have no clock punching. The film itself and its due date determine our working hours. We have been known to get a 15-second shaver commercial fin-



CAMPBELL SOUP places all of its network radio business on CBS Radio. For biggest helpings! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:
42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

***If you want to sell more* floor coverings,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. Issue after issue is crammed with ideas that make readers dissatisfied with what they have, eager for what they see in BH&G. To wit:—Nearly 3 out of 10 BH&G average-issue readers live in households that purchased new floor covering in a one-year period, compared with only 2 out of 10 nonreaders.

Source: BH&G-Politz 12-Months' Study, 1956

During the year 1/3 of America reads **Better Homes and Gardens** *. . . the family idea magazine*

PHOTOSTAT USERS!!!
Cut your costs 70% with exclusive Magi-Copy Process
Low as 7¢ a copy . . . No machine to buy . . . we do it all . . . Same day service . . . Free price list and samples.
MAGI-COPY (Dept. Alfred Messner Co.)
108 W. Lake St., Chicago 1, FRa 2-8605

ished and on the air in two weeks. And it was *stop motion* photography at that!

I think perhaps Mr. McMahan made stops at too many countries and talked to too few people. I have been working with film producers in Europe for two years now, and find the methods of working follow closely the American lines. Pride in product, however, forces me to admit that our films are a little more daring, a bit more fresh, and a hell of a lot less hectic looking than much American commercial film.

Dick Roberts,
Creative Director, Les Cineastes Associes, Paris.

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Comments on Obsolescence

To the Editor: As a buyer of machine tools, I think the trouble with the concept is that there has not been enough improvement in machine tool *productivity* over older models to warrant the 3 to 4 times increased cost of new models over the used machine tool market. A new 2⅝ automatic screw machine is $40,000; a used model 15 yrs. old is $10,000, yet the old one can produce almost as much as the new. I don't think any ad could change my mind on this.

I like your feature section, especially Mr. Woolf's articles.

Alfred Tomlinson,
Hexol Inc., San Francisco.

Mr. Tomlinson refers to the American Machinist chart showing machine obsolescence, which appeared on Page 58 of the Feb. 9 feature section.

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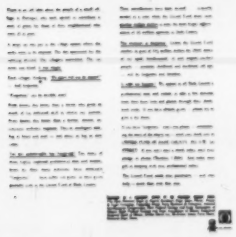
Fund Appeal Goes to Professional People

To the Editor: This ad was one of a series we produced in an eleventh-hour rush, at the tail-end of a United Fund drive that threatened to fall short almost a million dollars.

Our records showed that department store girls averaged almost as much as doctors, dentists, lawyers and professional men and women (proverbially poor "givers" as a class).

PROBLEM: How to reach them

a fable for doctors, lawyers and professional men



without offending—a shock treatment that will aid the men engaged in the final "wrap-up" of person-to-person solicitation.

TECHNIQUE: Simple and direct (body type is newspaper set). A strong fist in a velvet glove. Pointing a finger at respected professions, yet not "touching" those who gave liberally.

"FORGOTTEN" is the face-saving word.

The ad received favorable comment from solicitors actually engaged in the office-to-office job of reaching prospects. It opened doors.

Ben C. Green,
Bishopric/Green/Fielden, Miami, Fla.

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Word from Headquarters on 'Case of the Rented List'

To the Editor: Several members of our organization have brought your editorial of Dec. 8, 1958, entitled "The Case of the Rented List," to my attention. I am chairlady of the Council of Mailing List Brokers, trade association in our field.

This editorial points out that a code of ethics to be followed by mailing list brokers has been promulgated by DMAA. We would like you to know that this code is fully subscribed to by members of the Council of Mailing List Brokers. Our membership had been following its precepts for many, many years prior to its formalization by DMAA.

Your editorial also brings up the question of the "extraordinary volume" of direct mail. Is this really bad? Is it not, instead, an indication of the greater and greater dependency on this medium? Someone might be just as critical of the very large number (and thickness) of trade and technical publications (to take only one specific medium) on the grounds that they are flooding the market. Yet the business paper publishers are only too happy to point out—and rightly so—that the number of such publications, as well as their number of advertising pages, is an indication of the strength and excellence of the medium.

Your editorial goes on to comment upon duplication in mailing lists, which results in a consumer receiving more than one piece of a particular mailing. As you know, direct mail has no monopoly on duplication. However, in other branches of advertising, it is often proudly referred to as cumulative effect.

Here are the facts:

1. Lists are rented to the user. Every name on each list is screened in some way—which is made known to the renter—to insure that each person or organization on the list is a member of a very special group which the user wants to reach.

2. A major user may desire to reach many special groups, and there is some possibility that slight overlapping of names can occur.

3. As a result, these few consumers may receive two or three duplications in a mailing.

We of course recognize that duplication is unfortunate in many ways. But surely one or two glaring examples should not color our opinion of the entire list business. Any user of lists will be quick to say that a very minor amount of duplication is but a small price to pay for the advantages of having available mailing lists which are specifically tailored to his needs.

You are quite right when you suggest that the subject of lists and rentals and exchanges deserves thoughtful consideration. I assure you that it is getting a great deal of such "thoughtful consideration" from the very people who rent mailing lists.

Edith Drey,
Treasurer, Walter Drey Inc., New York.

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E&E Man's 'Fundamental Rule' Annoys This Reader

To the Editor: Something about the tone of your "Eye and Ear Man" column of Feb. 16 annoyed me:

Throughout this column, he glorified television commercials that "violate every fundamental rule." I found myself asking at almost every sentence, "Whose rule? What rule? Name *one* rule!"

From whatever experience my years in the business of making commercials have given me, I can tell you flatly that if there is a rule for television commercials, it's the glorification of the *different* (often only *because* it's different). If you remember the E-Z Pop commercials and the Bardahl spots of a few years back, you'll remember, too, that iconoclasm (often mistaken for originality) is common—rife—expected—among tv writers.

By the way, I was floored by the final sentence of the article. After pointing out repeatedly that the Freberg-type commercials violate every rule in the (mythical) book, this clincher appears: "Unless strict rules are followed, it (the unorthodox commercial) could lead to a ghastly disaster."

Although I usually admire the column, I'm afraid that logistically "it" just did.

Herschell G. Lewis,
Lewis & Martin Films Inc., Chicago.

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Ad Council Reports on Interest in Year-End Ad

To the Editor: The promotion committee, at its recent meeting, received with interest the results of the publication of the three-page editorial magazine advertisement on the Advertising Council (AA, Dec. 22).

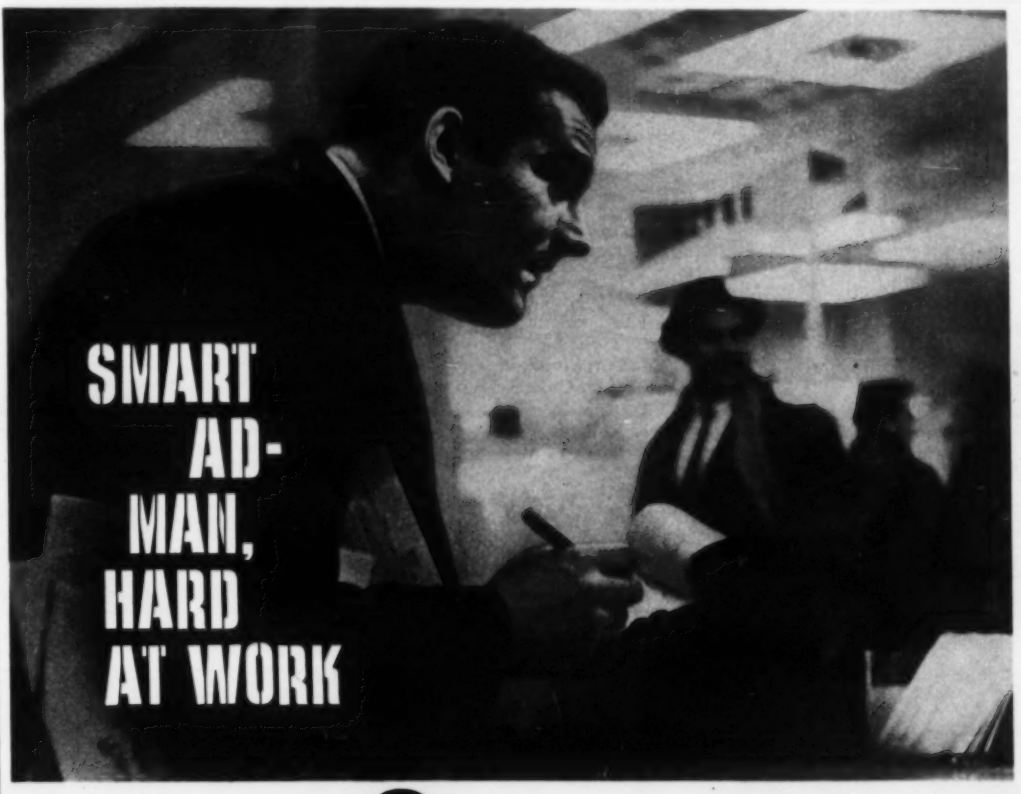
This year's long-copy insertion drew much more important and productive mail than previous council year-end advertisements. To give you some idea: many more teachers, college professors, college undergraduates and graduate students than ever before wrote for more information. Several students were inspired by the ad to write term papers, senior projects and even master's theses about the positive side of the advertising story.

Scores of advertising managers and ad agency people understood the public service story for the first time, judging from the phone calls and letters. Good newspaper editorial comment resulted from a mailing of preprints and a press release. And through the circulation of reprints, with credit to all participating magazines, to key people in the organizations helped by council campaigns we know

Wouldn't SELLING be easy . . . if all markets were like **LUBBOCK**? (TEXAS) . . . and all media were like the **LUBBOCK AVALANCHE-JOURNAL** that makes growing Lubbock and its 19-county market so easy to reach?

27.8% BIGGER . . .
29.2% RICHER . . .
in the last four years!
SM, May 10, 1954-1958

LUBBOCK AVALANCHE-JOURNAL
CIRCULATION OVER 66,000
WAYNE HENLEY, ADV. Director
LESTER M. HORNER, Gen. Adv. Mgr.
Represented Nationally by
TEXAS DAILY PRESS LEAGUE, INC.
Representing Daily Newspapers Only



You get no medals for staying glued to your desk. *Our world is changing. The rewards go to the man who gets out occasionally to see what's new. For instance: the fastest-growing force in advertising today is point-of-purchase display. If that surprises you, it shouldn't. There's a revolution taking over the stores of the land these days. Its name: Self-Service. Advertisers are learning that, for all the millions they spend in media, it's display at the point-of-purchase that has the last word. It can make sales . . . switch "brand loyalty" . . . create impulse buying. It can make the difference between profit and loss . . . growth or failure.*

That's why hard-working (and fast-growing) ad people will see the 1959 POPAI Show and sit in on the merchandising clinics. Will you?

THIRTEENTH ANNUAL POPAI EXHIBIT
PALMER HOUSE, CHICAGO, MARCH 24, 25, 26.

Admission FREE, but by ticket only, and is limited to users and potential users of point-of-purchase advertising, agencies, students and the press. Special Clinics and Symposium Luncheon listed on coupon.

Send for your tickets today!

Point-of-Purchase Advertising Institute, Inc. 11 West 42nd Street, N.Y.36, N.Y.
Gentlemen: Please send me the following tickets:
Exhibit: ____ free tickets, good for all three days. Include admission to **Special Clinics,** concurrent, Wed., Mar. 25, a.m. [Please state preference]: Food ____, Drug ____, Hardware & Appliances ____, Dept. Store, Furniture & Rug ____, Liquor & Beer ____, Service Station & Auto Accessories ____.
Symposium Luncheon: Tuesday, Mar. 24, nationally known speaker. I enclose check for ____ tickets at $7.50 ea.
Name_____ Title_____
Company_____
Street_____
City_____ Zone____ State_____

that we have made many new friends for advertising amongst educators, clergy, medical men, government leaders, etc.

So many new applications have come in from organizations seeking Ad Council assistance that the staff has barely kept up with the flood of mail and phone calls. Now we are beginning to hear from foreign countries . . . intelligent people who want information as to how a council-type organization might be started overseas.

You may be interested to know that the council reprinted and distributed 17,000 advertisements with covering letters to various groups. Among them, newspaper publishers and editorial writers, advertising managers of all companies who contribute to the council's operating budget, ad agency executives (through the Four A's), "client" organizations of the council, and a very helpful distribution of the reprint by council directors to hundreds of their executive friends throughout the country.

Needless to say, we are delighted, and we hope that your own readers' response confirms our conviction that this was a ten-strike for the cause of advertising and publishing.

Philip J. Everest,
Chairman, Promotion Committee, The Advertising Council, New York.

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'No Secrets' in Rate Phase of Radio Business

To the Editor: Congratulations on your "Radio Needs Stabilized Rates" editorial in the Feb. 9 issue.

Let me add WDIA's testimony for whatever it may be worth. Our policy has been and remains, write it down where all can see and then stick to it. Most "deals" come through at rate card after being turned down on an "under the table" basis. Without hesitation I can say that we have never lost total dollar volume business, rather WDIA has gained in billing and prestige, because of our determination to deliver value and be paid for it on the same basis by all.

The greatest myth in broadcasting is that advertisers and agencies, local and national, do not know what a station's rate practices are. Truly there are no secrets in that phase of this business.

Radio broadcasting can be so great, if we'll just stick to the rate.

Bert Ferguson,
Executive Vice-President, Radio Station WDIA, Memphis.

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Adds to Coordination Advice in Drawthinks Column

To the Editor: Regarding Arthur Warren's contribution to the Drawthinks column of Feb. 9:

Mr. Warren's opening truism, "... at least a brief conference between copywriter and artist *before the layout* is important," doesn't go far enough. The conference should be held *before the copy is written*, and it should be conducted by the account executive; the purpose being to acquaint copy and art personnel with the client's needs *simultaneously*.

When an artist's experience is utilized in conjunction with a copywriter's *at the time advertising is being conceived*, creative resources are doubled; and more sound, hard-charging ideas are produced. Notable among agencies pioneering in such creative collaboration is Doyle Dane Bernbach. Their work shows the happy result of mutual respect and coordinated thinking of copy and art staffs.

Robert Luchs,
Wheaton, Ill.

Spot TV Advertisers by Product Classification

Fourth Quarter, 1958

Source: Television Bureau of Advertising figures from N. C. Rorabaugh Co.

	Estimated Gross Time Costs
AGRICULTURE	$ 410,000
Feeds, Meals	224,000
Miscellaneous	186,000
ALE, BEER & WINE	11,593,000
Beer & Ale	9,828,000
Wine	1,765,000
AMUSEMENTS, ENTERTAINMENT	175,000
AUTOMOTIVE	1,936,000
Anti-Freeze	91,000
Batteries	106,000
Cars	1,257,000
Tires & Tubes	195,000
Trucks & Trailers	42,000
Misc. Accessories & Supplies	245,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	514,000
Fixtures, Plumbing, Supplies	108,000
Materials	176,000
Paints	111,000
Power Tools	37,000
Miscellaneous	82,000
CLOTHING, FURNISHINGS, ACCESSORIES	4,224,000
Clothing	3,750,000
Footwear	243,000
Hosiery	216,000
Miscellaneous	15,000
CONFECTIONS & SOFT DRINKS	8,000,000
Confections	4,464,000
Soft Drinks	3,536,000
CONSUMER SERVICES	4,067,000
Dry Cleaning & Laundries	21,000
Financial	733,000
Insurance	684,000
Medical & Dental	39,000
Moving, Hauling, Storage	82,000
Public Utilities	1,864,000
Religious, Political, Unions	462,000
Schools & Colleges	48,000
Miscellaneous Services	134,000
COSMETICS & TOILETRIES	11,665,000
Cosmetics	2,908,000
Deodorants	400,000
Depilatories	14,000
Hair Tonics & Shampoos	1,926,000
Hand & Face Creams, Lotions	617,000
Home Permanents & Coloring	607,000
Perfumes, Toilet Waters, etc.	1,106,000
Razors, Blades	1,085,000
Shaving Creams, Lotions, etc.	438,000
Toilet Soaps	1,879,000
Miscellaneous	685,000
DENTAL PRODUCTS	3,548,000
Dentifrices	1,553,000
Mouthwashes	1,788,000
Miscellaneous	207,000
DRUG PRODUCTS	15,483,000
Cold Remedies	7,336,000
Headache Remedies	2,346,000
Indigestion Remedies	2,317,000
Laxatives	494,000
Vitamins	564,000
Weight Aids	459,000
Miscellaneous Drug Products	1,659,000
Drug Stores	308,000
FOOD & GROCERY PRODUCTS	44,191,000
Baked Goods	6,886,000
Cereals	4,683,000
Coffee, Tea & Food Drinks	10,797,000
Condiments, Sauces, Appetizers	1,354,000
Dairy Products	2,334,000
Desserts	654,000
Dry Foods (Flour, Mixes, Rice, etc.)	3,282,000
Fruits & Vegetables, Juices	4,191,000
Macaroni, Noodles, Chili, etc.	759,000
Margarine, Shortenings	2,111,000
Meat, Poultry & Fish	1,689,000
Soups	208,000
Miscellaneous Foods	2,071,000
Miscellaneous Frozen Foods	528,000
Food Stores	2,644,000
GARDEN SUPPLIES & EQUIPMENT	45,000
GASOLINE & LUBRICANTS	6,778,000
Gasoline & Oil	6,524,000
Oil Additives	199,000
Miscellaneous	55,000
HOTELS, RESORTS, RESTAURANTS	121,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	9,814,000
Cleaners, Cleansers*	8,245,000
Floor & Furniture Polishes, Waxes	1,025,000
Glass Cleaners	122,000
Home Dry Cleaners	227,000
Shoe Polish	80,000
Miscellaneous Cleaners	115,000
HOUSEHOLD EQUIPMENT—APPLIANCES	1,185,000
HOUSEHOLD FURNISHINGS	980,000
Beds, Mattresses, Springs	456,000
Furniture & Other Furnishings	524,000
HOUSEHOLD LAUNDRY PRODUCTS	8,447,000
Bleaches, Starches	1,144,000
Packaged Soaps, Detergents*	6,704,000
Miscellaneous	599,000
HOUSEHOLD PAPER PRODUCTS	1,472,000
Cleansing Tissues	542,000
Food Wraps	467,000
Napkins	65,000
Toilet Tissue	129,000
Miscellaneous	269,000
HOUSEHOLD, GENERAL	1,062,000
Brooms, Brushes, Mops, etc.	130,000
China, Glassware, Crockery, Containers	261,000
Disinfectants, Deodorizers	348,000
Fuels (heating, etc.)	75,000
Insecticides, Rodenticides	66,000
Kitchen Utensils	4,000
Miscellaneous	178,000
NOTIONS	74,000
PET PRODUCTS	1,258,000
PUBLICATIONS	151,000
SPORTING GOODS, BICYCLES, TOYS	2,092,000
Bicycles & Supplies	16,000
General Sporting Goods	—
Toys & Games	2,009,000
Miscellaneous	67,000
STATIONERY, OFFICE EQUIPMENT	26,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	463,000
Antennas	20,000
Radio & Television Sets	53,000
Records	229,000
Miscellaneous	161,000
TOBACCO PRODUCTS & SUPPLIES	5,800,000
Cigarets	4,796,000
Cigars, Pipe Tobacco	822,000
Miscellaneous	182,000
TRANSPORTATION & TRAVEL	705,000
Air	397,000
Bus	169,000
Rail	126,000
Miscellaneous	13,000
WATCHES, JEWELRY, CAMERAS	861,000
Cameras, Accessories, Supplies	43,000
Clocks & Watches	43,000
Jewelry	63,000
Pens & Pencils	662,000
Miscellaneous	50,000
MISCELLANEOUS	1,965,000
Trading Stamps	225,000
Miscellaneous Products	659,000
Miscellaneous Stores	1,081,000
TOTAL	$149,105,000

*Liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

Staley Beefs Up '59 Ad Push

A. E. Staley Mfg. Co., Decatur, Ill., is launching a larger advertising and merchandising program this year for its Sta-Flo liquid starch and Sta-Puf laundry rinse. The program includes increased schedules in radio and television and print media plus a stepped-up plan for in-store promotions and merchandising events. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.

Eureka Williams Boosts Schwed

Warren W. Schwed has been promoted from director of public relations to director of advertising of Eureka Williams Corp., Bloomington, Ill. He will continue to head the company's pr operation.

TEXAS COMPANY makes CBS Radio its exclusive network radio choice. For maximum mileage! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

***If you want to sell more* building materials,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. BH&G has innumerable ideas that sell building materials. The editors of Better Homes & Gardens devote more space to building than any other major magazine. Does it work? One out of five BH&G readers live where more than $100 was spent for building materials during a recent year—nearly double the non-reader rate!

During the year 1/3 of America reads **Better Homes and Gardens** *. . . the family idea magazine*

Read-Me-First
power of four color process pictures on your ENVELOPE
(and letterheads, too!)
FREE KIT when requested on business letterhead
Top quality . . . bottom prices
Colortone Press
Color Stationery Specialists
2412-24 17th St. N.W., Wash. 9, D. C.

Monthly Investment Plan Adds 5,432 in January: Funston

NEW YORK, March 4—The Monthly Investment Plan, launched five years ago by the New York Stock Exchange, has reached a new high in investor interest.

The New York Stock Exchange reports a total of 5,432 plans were started in January, a figure exceeded only once, in February, 1954, the first full month that MIP was in operation, when there were 6,958 plans put into operation.

The plan was introduced to the public in January, 1954, as a simple method of buying stocks listed on the exchange on a pay-as-you-go basis (AA, Jan. 25, '54). Now, five years later the public had (1) invested $112,600,000 through MIP, (2) bought 2,850,000 shares of stock through MIP and (3) started 163,000 plans.

■ Keith Funston, president of the stock exchange, said, "There is no question that MIP has satisfied a basic demand, both for new and experienced investors. And more than that, MIP has dramatized for millions of people that share ownership on a sound basis can be easy, practical and desirable for those able to invest. Above all, MIP has demonstrated that you don't have to be rich to be a share owner."

No record on MIP advertising, either by the exchange or by member companies, is available. In recent years MIP has been included in much of the advertising of both the exchange and member companies, but only incidentally. Relatively little exclusively MIP advertising has been done during the past three years.

The New York Stock Exchange spends about $1,100,000 annually on advertising, largely of an institutional character. Its agency is Fletcher Richards, Calkins & Holden. Stock brokers throughout the country in 1958 are estimated to have spent approximately $5,000,000 on advertising, although there is no official figure available. #

Popsicle Sweepstakes for Kids Offers 2,200 Prizes

Joe Lowe Corp., New York, Popsicle manufacturer, has scheduled its "largest merchandising and advertising campaign" this spring. The campaign revolves around a "sweepstakes for children" in which 2,200 prizes will be offered. It gets under way in April via color ads in 112 Sunday comic sections, tv spots by Yankee baseball star Bob Turley on kid shows across the country, and outdoor posters in 312 markets.

The children register by coupon with the company, then must go into a Popsicle dealer's store to check the lists of winners. Two hundred names will be drawn for ten consecutive weeks. Prizes are 200 Doepke Railroad sets, 1,000 Tico table model train sets, and 1,000 Vogue Ginny dolls. Erwin Wasey, Ruthrauff & Ryan, New York, is the agency.

Bulova Watch Names Two

Bulova Watch Co., New York, has appointed Stephen Fedor director of watch merchandising and Robert J. Mayer director of special products merchandising. Mr. Fedor has been director of merchandising of Hamilton Watch Co. since 1953. Mr. Mayer formerly was administrator of special consumer products sales accounts of Radio Corp. of America.

'Family Weekly' Gains One

Family Weekly will acquire its 11th Florida outlet April 4, when it begins distribution in the *St. Petersburg Independent*. The newspaper will bring *Family Weekly's* distribution to 176 markets.

We want dealers who are "Fed Up"

SEARCH—*Fairbanks, Morse & Co., Chicago, will use this ad to seek dealers for its water systems. Ads will run in March and April in Building Supply News, Contractor, Domestic Engineering, Driller, Farm & Power Equipment, Hardware Retailer, Journal of Plumbing, Heat & Air Conditioning, Plumbing & Heating Business, Water Well Journal and Western Farm Equipment. Henri, Hurst & McDonald is the agency.*

Canadian Phone Company Lauds Ads in Annual Report

MONTREAL, March 3—One of the rare public acknowledgements by a prominent Canadian corporation as to the merits of advertising was made by the Bell Telephone Co. of Canada in its annual report for 1958, which has just made its appearance.

The report points out, "Through advertising we present to our customers the many advantages of extension telephones. We use newspaper and magazine advertisements, radio and television, truck posters and displays. Such advertising supports the personal efforts of our employes and helps us increase revenues by selling more service."

Accompanying this message are reproductions of company advertising.

The promotional tone of the report is also evident in the president's message, with which it opens: "We must also promote our services vigorously," says Thomas W. Eadie.

"Our sales record in 1958 showed how great is the appeal of more convenient and versatile service, and pointed up many opportunities for profitable selling." #

Kaiser Sales Office Moving

Kaiser Aluminum & Chemical Corp. will move its general sales office from Chicago to Oakland, Cal., within the next few months in a move to bring together all policy-making groups in management, production, sales and marketing development. The shift will be accomplished in stages and is due for completion about Sept. 1.

Two Join Wunderman, Ricotta

Wunderman, Ricotta & Kline, New York, has appointed Raymond DeVita, formerly with Amos Parrish Co., to its art department and Patrick Wilson, previously with Lawrence Fertig Agency, to the production department.

DO YOU WANT THE ACCOUNT?
... Reach for BRAD-VERN'S!
Over 10,000 reconstructed ad schedules in '58 BLUE BOOK of Business Paper Advertisers. 50,000 more available to subscribers.
Write: V. H. Van Diver, Sr., Woolford, Md.
Phone: Cambridge 171 or 2980.

Fiat Boosts '59 Ad Budget

Fiat Motor Co., which is believed to be spending about $250,000 in U. S. advertising, plans an increase in its 1959 budget to allow more use of magazines. The ad theme will remain the same: Emphasis on the Fiat name, its low price and economical operation.

Esquire, Fortune, Holiday, Newsweek, Sports Illustrated, Sunset, The New Yorker, Time and *U. S. News & World Report* are on the 1959 schedule. Fiat intends to use more four-color ads as well as more b&w. St. Georges & Keyes, New York, is the agency.

Socony Fair Trades in Conn.

Socony Mobil Oil Co. has signed contracts with its dealers in Connecticut specifying a minimum retail price of 28.9¢ for Mobilgas and 32.9¢ for Mobilgas special. The company cited "destructive and uneconomic price wars which are damaging our brand name reputation" as its reason for taking the step.

Broihier Joins Heath Co.

Earl F. Broihier, a former account executive with Grubb & Petersen Advertising Agency, Champaign, Ill., has been named assitant advertising manager of Heath Co., Benton Harbor, Mich., manufacturer of electronic kits.

Walter L. Barber Co.
NEW YORK · CHICAGO
A widely respected firm of seasoned professionals
Magazine Publishers Representatives
516 Fifth Ave., N.Y.C.
MU 2-5253

THE FINISHING TOUCH

Good typography rounds out the quality of an ad or promotion piece. It helps register the message with readers, creates a desire to act or buy. SERVICE Typographers assures you of this basic quality through superior typesetting. Be sure your next type job gets the "finishing touch"... call SERVICE

"where typesetting is still an art"

SERVICE typographers, Inc.
723 S. Wells St. • Chicago 7, Illinois • HArrison 7-8560

Put your salesman in a market where sales are popping at the retail level to the tune of more than 3 billion dollars . . . the 75 county WSJS market.

NBC AFFILIATE for { Winston-Salem, Greensboro, High Point

Call Headley-Reed

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

A cup of black coffee is the strongest thing we've ever seen passed out to fire-fighters at a big blaze, but traditions differ from one place to another, and it seems that in at least one Australian town, alcoholic drinks are distributed free to the fire brigade at the scene. At least they used to be—until one fireman admitted setting 26 fires in order to avail himself of the community's hospitality. No doubt—"There'll Be a Hot Time in the Old Town Tonite"—ranked high among his favorite songs.

High on our current list of favorite songs is "Anniversary Waltz", because it was just about this time of the year back in 1945 that the Burgoyne Grocery and Drug Index, Inc. was organized. Our aim then as now, was to fill a need for more extensive retail sales studies at the local "test city" level. To provide this service, we developed a plan of "custom-building" each study to meet the specific requirements of the client and his product. For example, Burgoyne sales studies are made to *determine salability of new products . . . relative values of media . . . value of local promotions . . . success of merchandising ideas such as one-cent sales, premiums, displays . . .* and so on. Write or phone, and let us give you the complete details on a Burgoyne Retail Sales Study.

* * * * *

MEET THE BURGOYNE TEST CITIES

TACOMA and GRAND RAPIDS

. . . are two of the cities which make up the select list of BURGOYNE Test Cities, and which are permanently set up for BURGOYNE Retail Sales Studies on grocery and drug products.

GRAND RAPIDS—Second largest city in Michigan, and one of the important furniture centers in the United States, yet has had more than 600 manufacturing plants engaged in some 300 different industries. In this wholesale and retail center of Western Michigan, we recommend the PRESS and HERALD for full coverage of the market.

TACOMA—Settled in 1852, Tacoma is situated near the Southern end of Puget Sound, within short driving distance of glacier-covered Mt. Rainier. In this important rail terminus, port, and industrial hub of the Pacific Northwest, we recommend the NEWS TRIBUNE as the top-selling medium in the market.

* * * * *

To all advertiser and agency people in the Chicago area . . . we extend an invitation to meet Bill Draper, who heads up our Chicago office in the Palmolive building. A phone call to him at Whitehall 4-5824 will give you full information on the Burgoyne organization.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Appliance Ads in Dailies Dipped in '58, ACB Reports

CHICAGO, March 3—Appliance advertising in daily and Sunday newspapers during 1958 was down for most categories, according to the year-end report of the Advertising Checking Bureau.

Ad linage for refrigerators in the 110 cities checked by the bureau was down from 2,725,000 in 1957 to 2,015,000 in 1958. Television set ad linage in 154 cities was down to 3,033,000 in 1958 compared with 4,516,000 lines in 155 cities in 1957.

Appliance advertising was similarly down in those cities checked by the bureau with few exceptions. Freezer linage rose from 318,000 in 1957 to 403,000 in 110 cities in 1958. Vacuum cleaner linage, not checked in previous years, was 218,000 in 1958 in 53 cities.

The ACB checks both local and national advertising. In some cases, all 1,750 newspapers in all 1,393 cities are checked. In others, only a specified number of cities are checked.

■ Other highlights reported by ACB in the year-end report:

Canned goods: "A check was made on the advertising done by dealers in all daily and Sunday newspapers in 28 selected cities. These cities were for the most part in Minnesota and five cities in North Dakota. Minneapolis and St. Paul were included and cities ranged down in size to Fergus Falls and Willmar, Minn. 69,000 lines of advertising ran here during the 12-month period."

Salad Oil & Shortening: "Sporadic checkings were made on both these items in localized areas. The totals are therefore not of general interest. It is of some interest that 36 brands of salad oils and 33 brands of shortening were being advertised. In Chicago only, there were 17 brands of shortening advertised and, during the year, Chicagoans were exposed to 71,413 agate lines of shortening advertising."

Bed sheets & pillowcases: Records were kept in cities of 50,000 population and over. There were 11 principal brands plus one additional group of unbranded. During the year in these cities, 7,015,603 agate lines appeared in 24,767 ads. The unbranded sheets and pillowcases took a little more than 10% of the total linage. Two brand names accounted for approximately half of the total advertising."

Blankets: "Changes in the number of brand names tabulated during the year make comparisons of totals in former years of doubtful value. However, all daily-Sunday newspapers in all cities were checked throughout the year. Of five leading blanket brands, only two did any substantial amount of advertising on their electric blankets."

Portable typewriters: "Five leading brands of portable typewriters and miscellaneous unbranded used 6,989,969 lines during 1958. This is in all daily and Sunday newspapers in all cities."

Electric shavers: "Eight leading brands of electric shavers and one classification of 'other brands' used space during 1958. As the battle between shavers for the use of men and shavers for the use of women continued, the split was five in favor of men to one in favor of women. The 1958 total is approximately 1,000,000 lines under the 1957 total."

Bras & foundation garments: "These two items probably account for more newspaper advertising linage than any other apparel that is advertised. Linage in 1958 increased over 1957. Tabulations are shown in agate lines and cover all newspapers in all cities."

	1957	1958
Brassieres	25,164,952	28,351,945
Foundation garments	21,288,201	22,680,005

Dresses: "Five well known brand names of dresses used 2,237,000 lines during 1958. This was in all newspapers in all cities." #

CONFESSION—*To tell consumers about its new saltine and the sampling that brought it about, editorial-style ads like these are being used by Keebler Biscuit Co., Buffalo, N. Y., in a newspaper campaign in its marketing area. Rumrill Co., Buffalo, is the agency.*

Wall Goes to Troxell

Ralph Wall, former art director and assistant advertising manager of Baroid Co., Houston, has been named creative director on all accounts of Troxell & Associates, Houston.

Erbach Succeeds Turnbell; Allen-Klapp Lists Changes

Henry A. Erbach has been named vp and manager of the New York office of the Allen-Klapp Co., publishers' representative, succeeding John W. Burnbell, who is retiring March 31 after 25 years at the company. Mr. Erbach joined the organization in 1953, and formerly was in the New York sales office of the *Cincinnati Times-Star*.

Allen-Klapp also named William N. Conner, formerly of the Chicago office, manager of the Detroit office. He replaces Patrick J. Hoarty, who has moved to the Chicago staff. The company named Paul A. Zeno, formerly of the *New York Daily News*, to its New York sales staff, and promoted Gilbert D. McGivern, of the Chicago office, to vp.

Keystone Adds 10 Stations

Keystone Broadcasting System has added 10 new affiliates, bringing its total to 1,061. The new stations are KUKI, Ukiah, Cal.; KZIX, Fort Collins, Colo.; WWCC, Bremen, Ga.; KLER, Orofino, Ida.; KSRA, Salmon, Ida.; KMCD, Fairfield, Ia.; WMST, Mount Sterling, Ky.; KDOM, Windom, Minn.; KUMA, Pendleton, Ore., and WAVL, Apollo, Pa.

Canada Chain Store Sales Up

Chain store sales in Canada for 1958 increased 6.7% to $3,032,691,000 from $2,841,569,000 in 1957, according to the Dominion Bureau of Statistics' December issue of the monthly report "Chain Store Sales & Stocks." Sales were greater in 1958 compared to 1957 for all trades, increases ranging from 11.1% in shoe stores to 0.5% in men's clothing stores, according to the bureau.

Two British Companies Sponsor Show on WQXR

Two British companies—Jaguar Cars Ltd. and British Railways—are joining to sponsor a weekly radio program, "This Is Britain," on WQXR, New York. The program, featuring "the sounds, the music and stories of England," will be narrated by Cmdr. Edward Whitehead, the bearded president of Schweppes (U.S.A.) Ltd., a familiar figure in the Ogilvy, Benson & Mather ads for Schweppes.

The program will be presented every Friday from 7:30 to 8 p.m. beginning March 6. Jaguar, through Cunningham & Walsh, and British Railways, through Victor A. Bennett Co., will alternate the sponsorship.

Nicholas to American Optical

William D. Nicholas, formerly printing buyer of National Distillers Corp., New York, has been named advertising production manager of American Optical Co., Southbridge, Mass.

BRISTOL-MYERS gives over twice as much business to CBS Radio as to the one other network it uses. To put more muscle in the message, of course! This network has delivered largest commercial minute audiences all along. And the new Program Consolidation Plan—with unified station clearances and strong program sequencing—will increase this leadership.

CBS RADIO NETWORK:

42% LARGER AUDIENCES PER COMMERCIAL MINUTE THAN ANY OTHER RADIO NETWORK, AVERAGING OVER 16 CONSECUTIVE MONTHS.

The **CHARLESTON** Market Is *West Virginia's No. 1 Market*

PROGRESS IN CHARLESTON. Here's the new $2.5 million Civic Center with a main exhibition room of 36,000 sq. ft. Big enough for Ringling Bros., an Ice Show, a basketball game seating 6,400 or the exhibits of a large convention. It will house heavy equipment and Auto Shows.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC

Client-Station Deals Hurt Rep, Agency: Lund

(Continued from Page 1)

the total billing figures and are given the commission on this transaction by our client.

"This is because the client uses creative commercial material that is prepared by this agency and for which they recognize we should be compensated. I don't know to what extent the national representative loses his commissions in such an arrangement—perhaps sometimes the national representative gets something from the station and perhaps in many cases he doesn't. You are better judges of this phase of the problem than I am.

"However, the serious part of the local rate situation, as far as the advertising agencies are concerned," Mr. Lund wrote, "is the reaction of the client who immediately wonders about the negotiating ability of his agency, when a local salesman can get a rate that is lower than his agency can offer.

■ "We know that many of the schedules sold on a local rate basis are 'run of schedule,' and in the long run we could probably prove that the number of listeners delivered per dollar on the average local rate schedule is not as good as the number of listeners delivered on a fixed schedule placed through the agency and through the national representative.

"But this kind of thing would take continuous proving, and the fact that spots can be bought for fewer dollars on a local rate than on a national rate is still going to persist in the client's mind.

■ "I will tell you frankly," said Mr. Lund, "that in a number of instances this agency has been forced into the position of having to deal directly with radio and television stations in order to get package deals and local rate deals that are comparable to those being offered to client's salesmen and dealers.

"This means we automatically eliminate the national rep in order to maintain control of our broadcast schedules, and in order to come up with rate structures that are the lowest that it is possible to obtain.

■ "In my opinion this whole business is becoming a very serious problem in the broadcasting industry, and somebody has got to take a stand on it before it gets completely out of control.

"I think the agencies are going to protect themselves, but I wonder what is going to happen to some of the national representative firms if they are continually being short-circuited because of this situation," Mr. Lund said.

The Campbell-Mithun executive urged stations to adopt a one-rate card operation "or the ethics of the whole broadcasting industry is going to be questioned by national advertisers all over the country."

ADOPT ONE RATE, BLAIR, PETRY URGE STATIONS

NEW YORK, March 5—John Blair & Co. this week sent a letter to all of its 40 or so radio stations outlining a suggested policy in handling the problem of retail versus national rates.

Attached to the letter was a copy of a letter written to Blair by Arthur H. Lund, radio-tv director of Campbell-Mithun, in which Mr. Lund warned of the seriousness of a growing trend on the part of radio-tv stations of selling time to national advertisers at retail rates.

The Blair letter to stations noted that the ideal solution would be a single rate, and added that this move would make a lot more dollars available for spot radio.

■ The letter noted, however, that an abrupt switch to a single rate was not practical in cases where the dual rate system was well established. In this case, it was hoped that the stations would attempt to close the gap between the two rates, bringing the retail rate gradually up to the national level.

As a practical solution, Blair suggested the adoption of a firm policy on who qualifies for local and national rates and rigid adherence to those policies once adopted.

Blair asked that these definitions be made public in a general agency mailing and in the station's listing in Standard Rate & Data Service publications. If stations give their approval and provide the wording as they want it, Blair will try to get this data included in SR&DS by May.

■ Martin L. Nierman, vp of Edward Petry & Co., told ADVERTISING AGE that his company agrees with Mr. Lund, and that he told the Campbell-Mithun executive just that in a reply to Mr. Lund's original letter.

Mr. Nierman pointed out that the Petry company is already trying to work with its stations on a solution to the rate problem. He said he is convinced that something must be done to create a more healthy atmosphere in spot radio and tv.

The easiest way out, Mr. Nierman added, is a switch to a single rate so that everybody will know what is being sold at what price. Mr. Petry probably will send a more lengthy answer to Mr. Lund's letter when he returns from vacation, Mr. Nierman said. #

Local Rate Hikes by Dailies Hit by NRMA's Engle

(Continued from Page 1)

of your own papers," he said. "We in retailing play a significant role in providing news on where-to-get-it in our advertising columns. National advertising simply can't deliver this kind of news excitement to your readers."

Mr. Engle said, "It would be a pity if manufacturers and news paper advertising executives rejected their ever-faithful helpmate of retail cooperative advertising for that fickle will-o-the-wisp creature, national advertising, just when retailing is on the threshold of its greatest era."

He said retailers today are interested in building store image, and he said that while item advertising will always be important, there is "a growing trend toward further institutionalizing and merging of item advertising into the broader policy of furthering the store image.

■ "Retailers," he continued, "will welcome your thoughtful assistance in the joint task of building and maintaining the store image. If some of that help should, by some amazing accident, overflow into the editorial columns, I am certain that this, too, would be extremely welcome." #

Spolen Adds 'New Englander'

Spolen Magazines, Hartford, has been appointed Connecticut ad representative for the *New Englander*, published by the New England Council for Economic Development, Boston.

AH, SPRING—*This ad for Northrup King Seed Co., Minneapolis, set to appear in Ladies' Home Journal and Sunset Magazine in March, ties in spring with peppermint candy. Batten, Barton, Durstine & Osborn is the agency.*

NAB Sets Rules for Radio Ratings; Urges: Police 'em

(Continued from Page 1)

lice the promotional material developed from any particular survey they submit to clients, to the end that the survey findings are properly presented in the promotional material."

The standards specify that each radio survey report should be prefaced with a statement outlining the coverage and technique. They call for the following minimum specifications:

1. The dimensions of the audience survey: Which persons in the household were interviewed, what household radios were included and whether out-of-the-home listening was included. If included, what kind—listening in public places, auto radio, etc.

2. The area surveyed: Location of sample households and individuals reported on, whether by city limits, metropolitan area, county or other.

3. Method of survey: Whether by telephone coincidental, recall or combination. Personal interview at home, whether coincidental, recall or combination. Mail ballot, diary, log, mechanical recorder or other.

4. Size of sample: Number of completed interviews, diaries or logs, ballots or mechanical recordings related to population of the universe measured and per program or unit of time measured.

5. Survey dates.

■ The radio research committee resolution ordered copies of its standards mailed to all survey and rating services and to all stations which are members of NAB. #

JOHN T. MARTIN

UNIONVILLE, CONN., March 4—John Tilden Martin, 61, who was a radio writer for Roy S. Durstine Inc. when he retired ten years ago, died Feb. 22 at Newington Veterans Hospital.

Mr. Martin graduated from Hamilton College and worked as a reviewer of radio for the *Brooklyn Times*. He joined the young National Broadcasting Co. as a feature writer and publicity department member around 1923.

Later he spent 11 years with Batten, Barton, Durstine & Osborn in the radio department, doing writing and casting, and subsequently spent two years with Young & Rubicam.

He was the co-author of two books, "How to Write for Radio" and "Practical Radio Writing."

M&C Ads Tell How Marketing Program Grows with New Line

LONG BEACH, CAL., March 5—Two groups of ads, one consisting of two b&w half pages and a b&w spread in the Feb. 21 issue of *The Saturday Evening Post*, the other of color spreads in March issues of *Charm*, *Harper's Bazaar* and *Vogue*, tell the story of the expanded marketing program of Mytinger & Casselberry.

Mytinger & Casselberry, a direct selling company, has for 14 years handled a single product—Nutrilite, a food supplement. Now it is broadening its line to include Magi-Care Trio, a triple pack of skin care products. Nutrilite was promoted in one of the smaller *Post* units, Magi-Care Trio in the other *Post* half page and in the fashion magazine color spreads.

■ The *Post* spread consisted of a super want ad, with a reply postcard attached, seeking people to sell the company's doubled line. M&C reports that its unusual marketing plan, which stresses the "be your own boss" status of its distributors, boosted Nutrilite sales from less than $50,000 to more than $20,000,000 in 14 years.

J. Walter Thompson Co. is the M&C agency. #

Sunbeam Hits FTC's Charges of Bias on Co-op Ad as False

CHICAGO, March 5—Sunbeam Corp. has emphatically denied charges by the Federal Trade Commission (see Page 36) that Sunbeam has paid discriminatory ad allowances to favored customers.

The corporation termed as "absolutely and unqualifiedly false" FTC's charge that certain dealer accounts received an extra 10% ad allowance in addition to the standard uniform allowances available to all dealers.

■ It also said FTC erred in saying, in a press release about the suit, that Sunbeam sells all its products to 81 dealers on a direct basis. Only electric shaver sales are handled this way, according to Sunbeam, and this is to meet competition initiated by competitors in the electric shaver field. #

Hang Together or Go Underground, Outdoor Ads Told

ASPEN, COLO., March 4—Civic minded Aspenites, who have fought successfully to clear Aspen's mountain landscape of "unsightly" outdoor boards, now have a unique suggestion for clearing Colorado's highways of obtrusive signs.

Billboard parks, they say, could be established at intervals of 50 miles, where all signs would be concentrated. Travelers could drive into the parks and study the signs at their leisure, before heading for the ski resort and fishing lake of their choice.

The anti-outdoor forces have one more suggestion: Billboard parks ought to be underground, leaving Colorado's scenery as it was when trappers and prospectors first saw the Rockies. #

Morse Leaves Hat Corp.

Albert L. Morse has resigned as vp in charge of merchandising of Hat Corp. of America, New York, effective March 15. Formerly director of advertising of McGregor-Doniger, he held the post for about a year. It is now being abolished.

Ladies Garment Workers Names Doyle Dane Shop

(Continued from Page 1)

ILGWU convention in Miami May 11 for a permanent ad fund of "about $1,000,000" to be raised either by taxation or assessment of the membership. Funds for the current promotion come out of the union's treasury, he said.

■ Appointment of Doyle Dane to handle the union's account represented a switch in the usual method of agency selection. According to Julius Hochman, chief of the ILGWU union label department, the account was offered to DDB—which had shown no previous interest in the business—after about 40 agencies had made presentations. Last week it was understood that the agency was still considering whether or not to accept the ILGWU's offer (AA, Feb. 16).

Mr. Dubinsky said he expected the first ads in the campaign to appear in the newspapers "next month."

Asked about an advertising theme for the promotion, Mr. Dubinsky said: "Theme? When you pay [the agency] $1,000,000, they got to come up with a gimmick." He indicated also that Doyle Dane Bernbach will continue to handle the account after completion of the label promotion next year.

■ Mr. Hochman, who is supervising advertising for the union, said that while details of the campaign are still to be worked out, the union has retained Eleanor Lambert, a fashion publicist, to work with the agency in developing a fashion angle for advertising the label.

Miss Lambert, now with the couture division of the New York Dress Institute, has considerable experience in handling apparel promotion. In 1943, Mr. Hochman, then with the dress institute, as well as with ILG, sliced the institute's $1,000,000 ad budget at J. Walter Thompson Co. and assigned the money to Miss Lambert, who worked out of the institute.

In casting around for an agency to handle the ILGWU label promotion, Mr. Hochman said, he deliberately eschewed larger shops in favor of small and medium-size agencies. [DDB billed $22,000,000, employs 247 people, and was ranked by AA as 36th among U. S. agencies in 1958.]

■ "I can't believe, no matter what some agencies say, that 20 brains are better than one good one," Mr. Hochman told ADVERTISING AGE. "To handle a campaign in which social values and social appreciation are important, we need an artistic, creative job.

"The big guys said we need public relations, and I don't believe it. Our public relations are good, so why should we put someone between us and the public?

"At Doyle Dane Bernbach we're dealing with three or four people, not 20 or 40 departments operating on a belt-line basis. The standards we have set can't be met by mass production methods."

In mounting the union label campaign, ILGWU may be opening a new field in advertising. At least 75 other international unions, all with union labels, are reportedly interested in the campaign and its future results. #

Strousse to Warwick & Legler

David Strousse, formerly with Grey Advertising Agency, has joined Warwick & Legler, New York, as a senior account executive.

THE ADVERTISING MARKET PLACE

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only); Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts, size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1958 **41,961**

HELP WANTED

COPYWRITER

Alert southern agency with 10-man staff needs creative young copywriter with flair for the fresh approach, yet is well grounded in fundamentals of advertising and selling. Should be steady worker, easy to work with, a good team man, and particularly skillful with words. If you are already this kind of advertising man, or are well on your way, there's a place for you in our plans for future growth. Applicant should be in good health, have good personal habits, and want to become a permanent resident of a medium-sized city in middle south Atlantic state. Starting salary in four figures. Good opportunity for advancement. Write giving complete resume.

Box 2271, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE

Editors .....**Public Relations**
Copywriters .....**Advg. Managers**
Artists .....**Media** .....**Production** .....**Service**
"All is grist, which comes to our mill"
Andover 3-4424, 105 W. Adams St., Chgo 3

SPACE SALES—CHICAGO TERRITORY

Top publisher trade magazines needs additional high calibre man in Chicago office. Prefer previous businesspaper sales, but will consider others. Salary plus incentive arrangements and strong long term opportunity. Send resumes promptly to:

Box 2272, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ART DIRECTOR & PRODUCTION MGR.

Male. Experienced. Must be able to control quality of art and production in an established and growing corporation. Excellent starting salary with stock owning possibility to right man. Profit sharing plan. Send resume to: **D. R. Light Associates, 1511-154h Street, Moline, Illinois.**

FAST-GROWING CONSUMER MAGS REORGANIZING ADV. DEPT.

Monthly garden and health magazines, each 250,000 paid circ., seeking young men who want to grow with us:
1. Creative sales promotion planner, copy, layout, production.
2. Space sales to cover Ohio eastward.
3. Admin. asst. to service advertisers, handle magazine production.

Ideal living and working conditions near Allentown, Pa. Our new bldg. in the works. Rush resume and salary ideas if you think you have what we need. **Marshall Ackerman, V. P., Rodale Press, Inc., Emmaus 1, Pa.**

Experienced man of proven ability in marketing and advertising pet food or grocery store items to assist Marketing and Advertising Manager of nationally known pet food company. Salary commensurate with top level ability. Confidential. **Address Burton Hill, President, Hill Packing Company, Topeka, Kansas**

ARTIST WANTED—Second slot in art department of small, growing agency located pleasant university community heart of Central New York State. Pay starts low; you grow as we grow. Want talent that will stick, work well as member of capable team. Let us know what you've done and can do. **Write P. O. Box 365, Ithaca, N. Y.**

ACCOUNT EXECUTIVE

Wanted by American Advertising Agency in Nairobi, Kenya East Africa. Initial three year arrangement offered. Managing Director in New York City on 11, 12, 13, March for interviews. Submit resumes to

Box 2319, ADVERTISING AGE
630 Third Avenue, New York 17, N.Y.

POSITIONS WANTED

PUBLIC RELATIONS EXEC.—Mature man, 22 yrs. exp. all phases publicity and public relations. A-1 administrator. Top contacts business leaders in Chicago, Dallas and Denver. Excellent references. Pref. agency or large business. Could invest.

Box 2304, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NAVY TO LOSE MAN WITH VERSATILE BACKGROUND

Naval Air officer; 26, married, Bachelor degree in Journalism/Advertising. Experience: industrial advertising, training manual editing, newspaper editing, Navy PIO. Able artist/photographer. Interested in advertising, PR and related fields. USN commitment ends in July. **Lt. jg Richard E. Rehberg, Box 283 NAS Navy No. 14, F.P.O., San Francisco, Calif.**

PRODUCTION MAN

Know art, type, plates, schedules, costs in litho, letterpress and roto.

Box 2339, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG COPY CHIEF with art & production background will shoulder creative burdens for busy AE. Midwest or West Coast preferred. Available 1 June.

Box 2320, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

MARKETING OR SALES

Wide promotional background. 6 yrs. Marketing, 8 yrs. Advertising. $8500-10,000.

Box 2334, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ARTIST—WANTS ATLANTA AREA

Versatile, Chicago background. Fully exp. Ability to create layouts, follow through with topnotch figure illus. in all med. incl. color. Moderate salary required.

Box 2322, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGRICULTURAL JOURNALIST with both domestic and foreign experience desires position with major farm equipment, drug or chemical firm. Excellent writer with degrees in agriculture and journalism—and currently employed by a leading national publication. Seeks post either here or abroad. Well qualified to handle editorial or public relations responsibilities with skill and judgement.

Box 2323, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING—SALES PROMOTION

Creative young man with 5 yrs. exp. in pet. mdsng. Strong on copy, ideas. Will relocate. Resume on request.

Box 2324, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DEBATING CHANGE

Sales Director, 28, BS-MS, College Instructor (Advertising), Radio (6 years), seeks greater challenge and more money.

Box 2325, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

STRONG CREATIVE COPYWRITER

Seeks spot with mfgr., media or agency. 12 years' exper. creating successful ads, brochures, letters, merchandising, presentations, kits, exhibits. Resume?

Box 2326, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Advertising Space Sales, heavy experience, N.Y. and East territories. Excellent record. Familiar with agencies.

Box 2327, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AD MGR. CONSUMER or INDUSTRIAL

Agency account exec. with 13 yrs. exp., 10 as ad mgr., knows major appliances, heating, air cond., drugs, dairy products. Indust. exp. in chemicals, metalworking, steel mills, instruments, controls. Creative, but practical, thinker experienced in all facets of marketing. Knows all media and production. $10,200-12,000.

Box 2328, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

POSITIONS WANTED

PR EXECUTIVE

On-his-feet-type executive . . . young . . . energetic . . . thinking man . . . innovator administrator . . . versatile experience . . . business savvy . . . professional . . . can deliver a friend-making corporate image to stand out in the public mind . . . If you have a challenging spot with organization that has a hand in today and an eye on tomorrow, please write:

Box 2329, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED PROFESSIONAL HELP IN HOME ECONOMICS?

Food Sales Promotion, Public Relations or Product Development? Am sales oriented young woman with heavy consumer and institutional food marketing experience, B.S. Home Economics, Dietitian. If necessary, will share time with 2 agencies or clients.

Box 2332, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALESMAN

Three years Eastern Sales Manager for business publication. One year selling radio-time and creating commercials. Five years with an industrial publication. Proven record of selling new accounts and servicing existing ones. Seeking top sales or administrative position. Write

Box 2330, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

THEY'LL MISS ME WHEN I GO

Artist. Crisp layout, sharp retouching. 10 yrs. ex. Family man, 30, want to settle. I'm the right guy for the right job.

Box 2331, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUDDING A/E SHEDS SEXLESS CHEMICALS Now I don't think sex is everything, but I do want to promote less scientific products. Proved abilities—writing, admin, contact—plus knowledge of art, production, industry, plus 2½ yrs in adv point to A/E after short stint as copywriter, copy-contact, or Asst A/E in NYC. Proof of claims? Glad to show you my portfolio.

Box 2333, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

CREATIVE AD EXECUTIVE ACCOUNT EXEC OR AD MANAGER

Strong on ideas. 10 years exp. Top notch artist, copy, research, mktg. promo. and contact. (own agency 4 years). Min. salary $10,000. Age 37. Married

Box 2321, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

Space Sales—13 yrs. sls. exp.—under 40—self-starter—will travel. Chicago base.

Box 2335, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR/CREATIVE LAYOUT

6 yrs.exp. Knows production, supervision.

Box 2336, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Need an all 'round advertising gal—with 10 yrs' experience as exec sec'y-production mgr-office mgr-media-pr
CEASE SEEKING! WRITE

Box 2338, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

SALES REPRESENTATIVES WANTED For "Clear-Stix" transparent acetate self adhering POP signs. Chicago, Southern, New England and other territories open. **Transparent Advertising Corporation, 2800 College Pt Causeway, Flushing 54 NY OR See us at the POPAI Show, Booth 74.**

REPRESENTATIVES AVAILABLE

Established Publishers Representative Co. is interested in adding additional trade or consumer publication in all or part of Middle Atlantic States, Delaware, Maryland & D.C.

Box 2337, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BUSINESS OPPORTUNITIES

$500,000 CASH for Trade Publications

Responsible clients seriously interested to buy substantial trade papers; single or group. Write in confidence. **Charles K. Feinberg, Publications Broker, Box 1036, Newark 1, N. J.**

FOR SALE: Media Properties: Radio stations as low as $30,000 total price; television stations from $450,000; monopoly market (small) radio and newspaper combination, $150,000, terms. **Chapman Company, 1182 W. Peachtree, Atlanta; 205 W. Wacker, Chicago; 1270 Avenue Americas, New York.**

MISCELLANEOUS

ZINC, LINE, HALFTONE, CUTS

(for conventional, printing, gold stamping)
6 Square inches $1.60
Write for **FREE** catalog containing samples of our work, rate card.
GALLAGHER'S ENGRAVERS
P.O. Box 115, Hazleton, Pa.

SALES LETTERS—BROCHURES written-designed with a powerpacked punch. Free lance assignments accepted from anywhere in U.S. **MOSS, 568 Grand St., N.Y. 2, N.Y.**

25th & 40th ANNIVERSARY LISTS

Over 200 names of firms founded in 1919-20, 1934-35, $5. Compiled by author of Business Founding Date Directory. **Etna Kelley, 647 Hudson St., New York 14**

EMPLOYERS!
We have well qualified
Copywriters
Advertising Managers
Asst. Adv. Managers
Account Executives
Radio & TV Men
Production Men
Artists
Editors
Photographers
NO FEES CHARGED
Workers or Employers
PROFESSIONAL, SALES AND CLERICAL OFFICE
ILLINOIS STATE EMPLOYMENT SERVICE
73 West Washington Street
Financial 6-3960

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
• **Publicity** • **Subject Research**
• **Competitive Publicity & Advertising**

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

EXCEPTIONAL WRITER

Highly Original, Highly Productive
• Industrial • Technical • Consumer

4A senior writer/chief, 10 yrs. exp. Specialist in chemicals, metals, and engineering materials, but by no means limited. Handles consumer campaigns with great success. Good contact man. Early 30's, grad, married; wide background, hard-working. Fine visual ideas. Prefers East; 12-13M.

Box 441, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING RESEARCH

Top national agency needs an experienced consumer research man in its Chicago office. Must have a minimum of three years consumer research experience, a knowledge of all phases of research, experience and ability to make client presentations. A fine opportunity with a future is open for the right man. Salary commensurate with experience. Please answer promptly. Our own employees know of this offer. Write Box 443, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING SALES MANAGER

Expanding new publisher offers active part in management and high-income potential to experienced advertising space or industrial sales executive now contacting Midwestern companies. Chicago location. Cash investment or ability to support self for 6 months necessary while developing new business. Write in confidence to:

Box 440, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DO YOU WANT TO BE A PUBLISHER?

Plans are completed for a new export trade monthly—unique and timely. Investment and/or facilities needed. Active participation earnestly desired. Box 438, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ATTENTION: PRESIDENTS ONLY

If you are president of a national hard goods manufacturer and feel the need of more effective sales, advertising and sales promotion management, this message is for you.

Perhaps you need a seasoned successful triple-threat man who functions ably in any or all of these capacities. If so, here is the man you're looking for.

This man is a self starter in sparking and conducting successful national campaigns using all media. He is backed with top manufacturer and advertising agency experience.

Presently employed but seeks greater challenge. Age 38. Married. Prefers Midwest location. For full details, write: Box 437, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Wanted **CHALLENGING MERCHANDISING OR SALES OPPORTUNITY**

Unusually broad sales and merchandising experience in both the food and drug fields acquired by coming up through the ranks to the executive level with a large national manufacturer. This experience supplemented by four years as merchandising director (present position) of 4-A agency. Willing to travel extensively and re-locate anywhere for the right opportunity. For complete, confidential résumé write Box 439, Advertising Age, 200 East Illinois Street, Chicago 11, Ill.

ADVERTISING EXECUTIVE

Now Advertising Director of medium size national financial organization. Successful record of accomplishment. Possesses judgment, tact and outstanding ability to work with people. Experienced in profitable management of Advertising, Sales Promotion and Public Relations for both tangibles and intangibles. Early thirties, married, children, own home. Now earning low five figures. Box 435, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

LARGE MIDWEST AGENCY WANTS THREE GOOD "AD-MAKERS"

Traditionalists would say we want one copy supervisor and two art directors. Not the way we see it, however. This copy guy thinks of good visual ideas to match the sparkling words he writes; he also knows how to coax the best from writers working with him.

The art guys pride themselves in creating picture situations that communicate the sales idea as well as stop the readers. They may show a healthy amusement at their art awards. They are visual communicators, not designers.

Our clients are big—usually biggest in their fields. Their budgets are big and they like big ideas.

Our offices are "creative conditioned"; so is our management. The pay is good and the creative group you will work with is exceptional. Your family will like our town.

If you are an "Ad-Maker" we'd like to talk to you. Tell us about yourself in a long letter. And, if you will, attach proofs of your six best ads. We promise a prompt reply. Box 442, Advertising Age, 630 Third Avenue, New York 17, N. Y.

Our 48th Year

COPY, agency. Important-name public utility exper. **18-19M**
COPY SUPERVISOR. Automotive. Collateral, sales training & incentives, slide and film presentations, gimmicks, etc. **to 13M**
A.E. Will contact as to above. **to 15M**
WRITERS of materials such as listed above. **10-12M**
COPY. Telephone, airline or utility exper. Important agency. **$12M**

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. **1.65** Larger sizes, proportionately priced.
Ward Kah Box 87 Glendale 6, Calif.

UNUSUAL OPPORTUNITY IN BRAZIL

For U. S. Advertising and Sales Promotion Executive

A large and aggressive consumer goods manufacturer in Sao Paulo, Brazil, wants an American Advertising and Sales Promotion Director. He should be in his thirties, and have had at least five years of experience as a Brand or Product Manager for an American company, operating nationally and dealing in packaged products such as foods, soaps or toilet goods. Advertising agency or foreign experience would be helpful, but are not essential.

For the right man, both a comfortable living income, and substantial additional earnings in terms of *savable* dollars will be provided, with adequate guarantees of security.

Living conditions in Sao Paulo are excellent, and home leave privileges comparable to those of American companies operating in Brazil will be arranged.

The position offers unusual potentials for growth and development, and for important and profitable participation in the management of the company.

Reply, with full résumé of qualifications to:

Box 436, Advertising Age, 630 Third Ave., New York 17, N. Y.

COPY WRITER

A well-organized, keen thinker with 1 to 3 years of agency copy experience and potentialities for account handling and administration, will find this to be a real opportunity.
A well established smaller general agency in Syracuse, N.Y. is preparing for further expansion. They handle a solid group of industrial and consumer accounts. No hectic retail advertising.
They need a good copywriter now, but the man who fills this job should be interested in a long-termed association with a dynamic, imaginative, and well directed team. Anticipated starting salary is about $5,000, with ample opportunity to participate in results.
We serve this agency in a consulting capacity. No charge to the applicant for our services. For further information please write: **John W. Willard and Associates, Personnel Consultants, 753 James St., Syracuse 3, New York.**

ADVERTISING

We handle your employment problem confidentially and effectively.

COPY CHIEF $18,000
Capable administrator and writer. Bldg. materials bkgd.
PRODUCT DEV. MGR. $15,000
Packaging expert to supervise Adv., Mdsng., Public Relations.
MARKET RESEARCH MGR. $11,000
Electronic and technical bkgd. for high level manufacturer.
MARKET RESEARCH MGR. $10,000
Sales analysis, mkt. res. exp. for mfr. automotive equipment.
ACCOUNT EXECUTIVE $11,000
Copy and contact exp., indust. Chemicals account.
SPACE SALES .....$10,000 plus
Solid bkgd. in food magazines. Excellent potential.

B. L. CLEM
Advertising Consultant
IMPERIAL PERSONNEL
37 S. Wabash Ave., Chicago 3, FR 2-4233

Come lead the *(pretty-)* good life at The Brady Company

The Brady Company is again in dire need of people—at least three, possibly four or five. Two of these should be contact-plans-creative types for account work, one similarly equipped for publicity, one or two more to give a bit of breathing room. Our present staff of 40-some is barely equal to present workload. There seems to have been no recession here. We think it high time we were less standoffish towards new business, which beckons on every hand. We'd like your help in this.

Now, then, what is life like here? Physically, it is most attractive. Appleton is an admirably-balanced, well-to-do, college-equipped community of 50,000, just 200 miles North of Chicago. If you don't object to paper mills along the river bank, you're apt to find it pretty. There is good train-and-plane service, which seems more important now than it will later.

Without being unseemly, our offices rival all-but-a-few in Chicago and New York. The entire top floor, and some of the floor below, in a modern office building overlooking the river and Lawrence College campus—all developed to our own contemporary standards. Pleasant individual offices, attractive conference rooms, a completely equipped test kitchen.

The staff is imported, young and talented. We have an unusually comprehensive art set-up; good staff services in traffic, production, media and research; a separate publicity unit. These people are remarkably energetic (they have to be), enthusiastic and immune to the diseases of politicking and conspiracy (if you number these latter among your hobbies, please bless some other organization).

Our people work terribly hard. Saturday and evening sessions are a commonplace. We hope this will be less the case in time to come, but we suspect there'll always be some of it in an operation this self-sufficient, which offers the broad-base service we do. Most staffers learn to accommodate this and savor the compensations, but not everyone. (A rare, recent departee characterized the atmosphere as one of "barely-checked hysteria." Nice word handling.)

We're chary about gossiping, but to you, we'll admit our volume approximates $4-million, we're reasonably well provided with capital and the enterprise is pleasantly profitable. A generous profit-sharing trust lets all participate, and stock-ownership is possible. Bountiful insurance program and a welter of other fringes, selectively available.

Housing (rental or purchase) is at near-city levels, construction a bit lower. Food's about the same. However, sitters cost 50¢ an hour, there are plays, concerts and good eating spots available, and an evening out seldom exceeds $10. Schools are outstanding. Our salary levels may trail the cities by a bit, but our standard of living is more than comparable. There are four country clubs, excellent public golf, tennis, swimming, power-boating, top-sailing, hunting, year around fishing, curling (yet), skiing—and no more than 10 minutes wasted from office to home.

Most of our accounts are national in scope, most are in consumer goods. If we have any specialty, it would be in the major appliance and electrical housewares fields, where we need help with six present accounts. Our need is for people who can plan, sell, write, supervise and wear well. Quite a package. Even the most gifted single-talents will not work out well.

If you have previously applied, no need to repeat. We have you on file, and may well invite you to join up. This is an effort to get in touch with a few new people. New people! Now is the moment to write (letters, please, let's save the phone calls and visits for later). Agency experience not mandatory. Give personal history, job background, precise description of duties, thoughtful analysis of talents. Even if you're only semi-interested, let us hear from you.

Write to Elmer Otte

THE BRADY COMPANY

Irving Zuelke Building *Appleton, Wisconsin*

Four Join Aubrey, Finlay

Aubrey, Finlay, Marley & Hodgson, Chicago, has added four account executives to its staff. They are John M. Clampitt, and Robert J. Haenle, both formerly of Marsteller, Rickard, Gebhardt & Reed; M. William Kivlahan, formerly of the plant food division and ad department of Swift & Co., and Bruce C. Davey, previously ad and sales promotion manager of Ekco-Alcoa Containers.

Armour Promotes Gutheil

Robert W. Gutheil, general manager of the Armour adhesives division, Chicago, has been appointed to the new position of marketing director of Armour Alliance Industries, Alliance, O. Armour Alliance Industries includes Armour & Co.'s coated abrasives, cushioning products and the adhesive divisions.

LOS ANGELES OPPORTUNITY: THE McCARTY COMPANY NEEDS A MEDIA DIRECTOR

If you have experience primarily in business papers, here is your opportunity to head our media department. Write us a letter, outlining your experience.

The McCarty Company
3576 Wilshire Blvd., Los Angeles 5, Calif.

SALES PROMOTION MANAGER. For national restaurant chain. Unusual opportunity for experienced aggressive merchandiser. Newly created position. Headquarters Chicago. Salary open. Write qualifications and salary expected. Box 434, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Gardol, GL-70 Motifs Bring British TV Ban

(Continued from Page 3)

twice or three times a day, such and such a product was the best one to use, as it helped to give protection against decay—and that this was especially important to those who cannot brush as often as they should."

Mr. Henry added:

"The situation is simply that the British Dental Assn.'s representative on the advertising advisory committee of the ITA has said that while this product's claims for inhibiting dental caries might possibly be established one day, the BDA is not, at this time, prepared to recognize them as being so. The program companies were in complete agreement that in view of this, the advertiser should be asked not to use this particular copy platform any more.

"We program companies are now wondering whether those newspapers who hailed this decision—taken in the interests of standards in advertising, and in the interests of the dental health of the British public in general—with headlines and articles which gave the impression that it was only television commercials which were at fault, will now instruct their advertisement departments that what is undesirable (in the opinion of the British Dental Assn.) in television commercials, is also undesirable in newspaper advertising.

"We see no reason why newspaper advertisement departments should not now act on the lead which has been given to them."

So far there is no indication whether the Newspaper Proprietors' Assn. or the Newspaper Society members will reject press ads using the same or similar themes for dentifrice. #

MFR'S REP

Are you interested in confined territorial commission arrangement for old established, New York non-permanent point-of-purchase display manufacturer? We offer excellent reputation amongst national and regional advertisers for quality service and low price. No neophytes—only top experienced hard workers need apply. Available territories: Calif., Indiana, Pennsylvania, Upstate New York. Rust full résumé for consideration including present representation, geographic area covered and type of account serviced. Box 444, Advertising Age, 630 Third Ave., New York 17, N. Y.

DISPLAY SALESMAN

Excellent opportunity for a man with creative sales background to sell permanent point-of-sale displays, for a rapidly growing organization considered one of the leaders in its field, located in Metropolitan New York Area.

Please furnish complete résumé. Replies held in strict confidence. Box 432, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

Kudner Names Two

Kudner Agency, New York, has appointed Charles A. Glover, formerly assistant vp in charge of interline sales for Eastern Air Lines, an account executive on Pan American Airways. Kudner also has promoted Harry P. Mazza from assistant to account executive on the Colorforms account.

HERE'S AN AD MAN WHO CAN MIX AUTOMOBILES WITH WHISKEY

. . . or—for that matter—with cereals, drugs, typewriters, refrigerators, cosmetics, or soap!

This man is a professional advertising man *first*, with a fine knowledge of marketing automobiles *second*. He's looking for a permanent connection with an agency or manufacturer who believes, as he does, that an advertising pro can do a real job on any type of product.

He's had 8 years of top agency experience, mostly as an A/E; has written selling copy for all media; understands production—both print and electronic; and can move around easily in media, merchandising and research.

He's 37, 6' 3", 185 pounds; was graduated from college in the top 5% of his class; gets along well with anyone; has mature judgment, and analytical mind, an eye for important details; he's an excellent administrator and works well under pressure; and can get up on his feet and talk intelligently and with enthusiasm.

He's in New York, but will relocate if the job and money are right. Now in the $15,000 range plus. Available at once. No fees. Highest references. Write—and do it *now*—Box 419, Advertising Age, 630 Third Avenue, New York 17, N.Y.

WTRF-TV STORY BOARD

The woman was plenty annoyed with her husband for coming home inebriated night after night. She found out his hangout—and walked in one evening with blood in her eye. She announced who she was and told the waiter to bring her the same thing her husband was drinking. She drank it with one gulp and nearly collapsed coughing and choking. She drank several glasses of water trying to soothe her burning throat. "Oh," she moaned, "this stuff is awful!"

"Shee," answered her plastered husband. "And you thought I was having a good time!"

● The 425,196 TV homes in the 36-county WTRF-TV area always have a good time with the audience-attracting programming of WTRF-TV. Let the George P. Hollingbery Company tell you how you can reach these 2 million people with a spendable income of 2½ billion annually.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

Best Executive Secretary-Ass't. in New York is now available

(I am her boss.)

Very fast shorthand . . . very high vocabulary . . . impeccable telephone manner . . . consummate tact in handling both people you want to see and must see . . . stratospheric pride in all aspects of her work. Excellent taste in clothes and trig, trim appearance. She is no beginner and her salary is up there. She has a high I.Q., works hard and devotedly, can save some harried boss a great deal of time and trouble and give him leisure for new thinking and planning. Talk to her and then to me.

Call PL 9-7211 or write Box 431, ADVERTISING AGE 630 Third Ave., New York 17, N.Y.

POINT OF PURCHASE SALES REPRESENTATIVES WIRE & METAL DISPLAY

must be experienced. Large volume established East Coast plant. Several exclusive territories open. Commission. Reply Box 433, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

VIDEOTAPE™*

Dynamic new dimension in TV advertising

PROFESSIONAL AMPEX CORPORATION PRODUCTS DIVISION

*TM AMPEX CORP. REDWOOD CITY, CALIFORNIA

Option Time Violates Anti-Trust: Hansen

(*Continued from Page* 1)
try matters (AA, March 2).

Apparently seeking to head off this contention, Mr. Hansen ended his letter to Chairman Doerfer today by quoting the NBC station swap case to his own advantage.

"As the Supreme Court long ago observed, and once again reiterated only within the week," he said, "the Communications Act recognizes that the field of broadcasting is one of free competition. The sections dealing with broadcasting demonstrate that Congress has not, in its regulatory scheme, abandoned the principle of free competition as it has done in other areas."

■ In releasing the Justice Department letter, FCC also made public officially for the first time its own report on option time, together with the dissenting views of the three commissioners who are against it.

The commission's report conceded that option time works to the disadvantage of station reps, independent program producers, non-affiliated stations and non-network advertisers.

But it contends that option time is necessary for the protection of networks and that the survival of network television is vital to the public interest.

Witnesses from all segments of the industry agree that option time is necessary to the existence of the networking system, the majority report said. In any event, it contended, there is more at stake here than a matter of business convenience.

"While some matters of business judgment may be involved in the consideration of this issue," the report said, "it nevertheless is one which bears directly and significantly on public interest determinations affecting broadcasting for which the commission is primarily responsible.

"All groups concede that the networks have made invaluable contributions to the public service in broadcasting through the major role which they have played in the development of our national television system and the provision of a national program service of entertainment, news and public service programming.

"Any action which might run the risk of undermining or destroying this vital segment of the broadcasting industry would seriously disserve the public interest."

■ After conceding the injuries and handicaps suffered by other industry segments as a result of option arrangements, FCC summarized its reasons for defending options— "though not necessarily all of the features of the present option time arrangements"—as follows:

"Option time is necessary to enable the networks to give assurance to national advertisers that a nationwide lineup of stations will be available to carry the advertiser's program at the time period ordered and at a particular place in the networks' program schedule," FCC concluded.

Without the reasonable assurance provided by an option time arrangement, the networking system could not operate on the basis of firm orders and there would be uncertainty at all stages of the programming and sales process, the FCC said.

■ "An option time arrangement is necessary to avoid a gradual loss of clearances that could be checkerboarded over the entire network program schedule as stations in key markets substituted non-network for network programs in different time segments. This checkerboarding could result in the erosion of the network's services as sales to advertisers were lost. Once a time period had been lost to the network, it would be difficult for the network to recapture it.

"The loss of advertiser business that would result if option time were eliminated could be a double injury to the network," the report continued, "since they would have to continue to program the time periods. With the slim margin of network profits, the loss of a few time periods could place network business in the red.

■ "Option time is necessary to maintain network programming, including news and public affairs programs at present levels. Without option time network programming would suffer from the uncertainty of network sales, which would hamper advance planning, and from the loss of revenue, which would reduce the amount of risk taking and expensive quality programming.

"Without option time it would be difficult to preserve the simultaneity of live programming which is the essence of the networks' television service, or to schedule programs in the relationship to each other that networks and their advertisers desire for maximum audience appeal."

■ The report observed that one of the distinctive features of the broadcast industry is the fact that several groups within it occupy an "ambivalent" position with respect to each other.

"Thus," it said, "affiliated stations are engaged with network companies in what has frequently been described as a working partnership; at the same time, stations, when engaged in national spot business, are direct competitors of the networks for national television advertising.

"Similarly, national station representatives are competitors of networks in the sale of program time periods made available by stations, but have benefitted greatly from network television through the stimulus that it has given to the sale of spot announcements.

■ "Another ambivalence can be found in the relationship between the networks and the independent program suppliers. The independent program suppliers are direct competitors of the networks when they syndicate film programs for sale to stations or advertisers on a spot basis, but they also sell programs directly to the networks, which are often their principal customers. When the same party is both a principal customer and a principal competitor, the business relationships involved can understandably become complex."

In its discussion of the injury suffered by non-network advertisers, FCC's report observed that some local advertisers stand in a complementary rather than a competitive relationship to national advertisers using network television. "The business of local food stores, appliance dealers and automobile dealers, for example, is likely to benefit from the sales stimulus afforded by the network advertising of national food manufacturers, appliance manufacturers, etc.," it said.

"On the other hand some local manufacturers and distributors of soft drinks, foods and other products are in direct competition with national advertisers using national television. Moreover, regional and national advertisers using 'spot' television are frequently in competition with firms using network television."

■ Handicaps raised by option time are so severe, the report said, that many non-network advertisers and their agencies no longer attempt to obtain station clearances during the program time periods subject to network options.

Summing up limited exposure available to non-network advertisers, the commission's report said in 50 top markets 86.8% of the program time in prime evening hours was sponsored by network advertisers and only 9.4% by non-network in a sample week.

■ In its report, FCC said option time establishes a "predisposition" by affiliates to carry network programs, including some they would not carry otherwise.

They make it more difficult for the national spot group—independent program producers, station reps and non-network advertisers—to gain access to maximum audiences on network affiliated stations, it said.

On the other hand, while independent program producers and national station reps have some difficulty obtaining access to desirable program time periods now under option to the networks, they benefit from this situation because networks build audiences which enhance the value of spot announcements and spot programs adjacent to network programs.

The report estimates that the supply of non-network programming at cost comparable to network programming has been reduced below what it would be otherwise, working a hardship on non-affiliated stations and the non-network advertiser. It adds, however, "any adverse effect which option time exerts on non-network advertisers is more than counter-balanced by the benefit that the public receives from the expensive programs which only network advertisers can afford."

■ To a degree, the correspondence revealed something of a three-way contest on option time, with anti-trust division flatly opposed on legal grounds to FCC's majority pro-option for expediency opinion, and three dissenting FCC members opposed for philosophical reasons or from conviction that option time simply isn't as significant as the majority thinks.

Former Chairman Rosel Hyde comments that he isn't satisfied that with the inter-relationship and mutual advantage of networks and their affiliates, the elimination of legally binding option agreements would make much difference. Similarly, Commissioner Robert Bartley said he doesn't find any particular public harm in options, nor does he think networks would lose many clearances without them. Commissioner Frederick W. Ford also questioned whether option arrangements are the only device binding networks and affiliates together.

■ Commissioner Hyde said he doesn't question the business convenience and other advantages which networks and affiliates find in option agreements, but that FCC must take a broader view.

"The fundamental issue is whether the broadcasting industry shall operate on traditional concepts of competition and free enterprise, or whether it shall be subjected to a system of increasing governmental regulation."

If the commission majority decides to stand its ground on option time it could make its point simply by doing nothing and leaving existing rules in effect. Or it could seek further testimony from the industry by issuing a public notice proposing to amend or revise the existing rule. #

'FIRST AND ONLY'—*Sunbeam Corp. will introduce its new model Rollmaster shaver, featuring automatic adjustment to beards (AA, March 2), via this color page in The Saturday Evening Post March 21 and in the March 23 Life. Perrin-Paus Co., Chicago, is the agency.*

Newsprint Prices to Rise; Manufacturers' Project to Aid Dailies

NEW YORK, March 4—A price hike in newsprint is in the offing, but when it will come is still problematical, Sir Eric Bowater, chairman of the Bowater newsprint organization, told newsmen on his arrival here from Canada last weekend. Mr. Bowater declined to be drawn into a discussion, but insisted that increasing costs will make higher newsprint prices inevitable within the foreseeable future. A similar prediction in late 1956 preceded the price advances in March, 1957.

This bears out predictions made earlier this year by some local representatives of Canadian newsprint mills and paper jobbers (AA, Jan. 5).

The current base price for newsprint here is $135 a ton. This price has held since early 1957. There have been reports of price shading on spot shipments, ranging from $12 to $16 or better a ton under the current contract price, but there has been relatively little activity in the spot market recently.

■ A new and possibly significant development in the newsprint field that is attracting attention is a proposed research project by the Newsprint Information Committee, an organization representing Canadian newsprint producers, to measure the effectiveness of newspaper advertising (AA, Feb. 23).

This study will be conducted by one or more U.S. universities, following a study program to be submitted for review to the Advertising Research Foundation. The newsprint producers are undertaking the project in the belief that it is in the interest of the newsprint industry to work closely with its prime customer in maintaining and bettering the competitive position of newspapers as a medium, the committee said.

Companies represented on the committee include Abitibi Power & Paper Co., Anglo-Canadian Pulp & Paper Mills Ltd., Anglo-Newfoundland Development Corp., Canada Paper Co., Donnacona Paper Co., Powell River Co. and St. Lawrence Corp. #

Potter & Brumfield to Richards

Potter & Brumfield, Princeton, Ind., a subsidiary of American Machine & Foundry Co., has named the Chicago office of Fletcher Richards, Calkins & Holden as its agency. Potter & Brumfield specializes in the manufacture of electromagnetic relays, and related products. Cunningham & Walsh previously handled the account in its Chicago office.

Heed Long-Range Aspect of Wares, Weir Tells Admen

(*Continued from Page* 1)
concern itself with everything that in any way affects the sale of a product—positively or negatively—not just for today, or for this year, but for the longest future it is possible to conceive. And that involves considerably more than simply consummating an immediate sale."

Suggesting a policy of "total advertising," Mr. Weir said that advertising must involve everything that in any way contributes to the "continued" sale of a product, and that agencies must make "a cold, unabashed, unfearful" appraisal of the client's product before launching a campaign.

■ Advertising involves also, said Mr. Weir, a "realistic awareness that an ad message is essentially—and should not be made more than—a verbal sampling of the product.

"When advertising attempts to invest the product with qualities it cannot possibly deliver, advertising succeeds only in sowing the seeds of dissatisfaction, no matter how effectively it induces people to exchange their money for the product."

Mr. Weir cited the experience of the U.S. auto industry as an example of advertising that cannot sell a product the public doesn't want.

"We were convinced," he said, "that longer and longer bodies and more and more chromium were the answer to the immediate sales problem. But once factors other than vanity began affecting automobile sales, the most persuasive copy the most successful agencies could conceive and produce failed to sell cars in the volume we wished.

■ "Finally we decided to change, not the ad copy, but the basic selling strategy. And this time we began to cut, not the message, but the length and cost of the product [and] we learned—at least I hope we learned—that advertising can do little more than present the product for what it is. And if what the product is is not what the public wants, the advertising is of little avail."

"The economy of any country at any given time is essentially the mental attitude of that country's people [and] despite all the impressive charts and figures and laws which seek to explain it, it is fundamentally a psychological phenomenon.

"We in advertising have access to one of the most effective means yet devised for affecting psychological attitudes. I do not mean by this that advertising can change the public's mind when the public knows better. I do not mean to imply that advertising can implant optimistic notions when common sense whispers to the average man or woman that there is no cause for optimism.

"But I do believe that by espousing good counsel advertising can mold and change and shape the so-called economy, can fight the things that hurt sales as well as foster the things that help.

■ "We in advertising must take the broader view," Mr. Weir concluded. "We must consider—in selling the product we advertise—all the many factors that contribute to its sale and direct our advertising not just at whetting the consumer's desire for the product, but at so affecting the economy that he is enabled to buy it. This is what I call total advertising." #

Triple Spotting Aplenty Is Found in Probe by BAR

(Continued from Page 1)

ered nighttime only, showed a total of 5,036 irregularities, with most occurring in two categories—triple station breaks (1,287) and number of times network advertisers were affected by overtime station breaks (1,689). BAR said the figures undoubtedly would have been even higher if daytime schedules had been covered.

BAR's release to the press did not reveal the spotlighted markets, but other sources said they were Albany-Schenectady-Troy, Amarillo, Birmingham, Charleston-Huntington, Charlotte, Duluth-Superior, Knoxville, Lansing-Flint-Bay City, El Paso, Madison, Miami, New Orleans, Paducah, Cape Girardeau-Harrisburg, Peoria, Sacramento-Stockton, Salt Lake City, San Antonio, San Diego, Scranton-Wilkes-Barre, Tampa-St. Petersburg, Tulsa, Waterloo-Cedar Rapids, Wheeling, Steubenville, Wichita and Youngstown.

■ Among the practices tabulated by BAR.

1. **Triple spotted participations.** Any combination of three participating announcements in a row. The count was 327 for a combination of two 60s separated by a 10 or less. More-than-70-second combinations totaled 411, with three 60s in a row the most unusual combination.

2. **Four or more participations back-to-back.** The count: 111.

3. **Triple spotted station breaks.** A total of 1,287 times, during which there were three commercials inserted between programs or program segments.

4. **Super-crowded station breaks.** The count was 254 times on the number of station breaks or program segment breaks that carried four or more spots consecutively.

5. **Two 20s between network program.** 306 times.

6. **Crowded quarter hours.** Here the researcher singled out the segments which seemed extremely over-commercialized—say up to six commercials in a 15-minute program. The count: 389 times.

7. **Competitive product conflicts.** The count on the number of times competitive products were scheduled within 15 minutes of each other was 262. The category most affected by this unwanted proximity was cold remedies.

8. **Times network advertisers were affected by overtime local station breaks.** The count: 1,689. This practice, it was explained, usually involved the expansion of a station break into network time to make room for a triple spot or for two 20-second announcements. It also occurred in middle breaks on long (hour and up) telecasts. The total included instances where spot advertisers had a product conflict with adjacent network advertisers. The average overtime break was 42 seconds.

Between two network sponsored programs, there is only time for 30 seconds in station breaks if both adjacent advertisers get full measure. The report does not show the amount of clipping on network shows, but there must be quite a lot, since the extra time must come from somewhere.

■ Industry observers point out that a great many stations have become very adept at snipping off seconds from both ends of programs in such a way that it is difficult to detect.

Some 71 stations were monitored to make this study. BAR indicated that there were few of them which did not contribute to the sizable total of "questionable practices."

Agency men who had had a chance to study the report pointed out that Procter & Gamble, Warner Lambert Pharmaceutical, American Home Products Corp. and Lever Bros. were among those suffering the most from the practices spotlighted in the investigation.

P&G—the biggest broadcast sponsor of them all—suffered most from this variety of ills, as one P&G agency noted, with a total of 192 involvements in the questionable practices tabulated by BAR.

■ A typical agency reaction came from Frank Kemp, media director of Compton Advertising and one of the leaders in the campaign to rid tv of the multiple spotting and the corrollary evils that go along with this practice.

"It looks as if there are a lot of dishonest and just plain greedy people in tv," Mr. Kemp told Advertising Age. "You'd think they weren't making any money."

He said that Compton, which is a BAR subscriber and received the reports tabulated in this study as they were made, has already taken action in every case—action, in this case, meaning that the station either stopped the undesirable practice, or the schedule was dropped.

Compton is one of many agencies which now refuses to pay for a spot schedule if triple spotting is involved. In the case of clipping time from network shows, an appeal is made to the network, which generally forces the station into line after a firm complaint. #

$25,000,000 Figure for Como 'Too High,' Says Kraft Foods

Chicago, March 6—Kraft Foods said today the $25,000,000 figure reported as its cost for signing Perry Como and his Roncom Productions for 104 weeks on tv was "too high."

"Actually," Kraft said, "our cost will not exceed by much what our current tv operation is, and on a cost-per-thousand per commercial minute basis, it very possibly may be cheaper. In any event, we are still maintaining a total media ratio between print and tv of 50-50."

Kraft will sponsor Mr. Como for 66 shows during two seasons at 9-10 p.m. (EST) Wednesdays over NBC—a time slot Kraft has held since May, 1947. Currently, the first half-hour of that period presents the "Kraft Music Hall" with Milton Berle. The second portion, filled by "Bat Masterson," is cosponsored by Sealtest, a sister company to Kraft (both are owned by National Dairy Products Corp.).

■ Roncom will produce a replacement for Mr. Berle during the summer, and "Bat Masterson" will continue until Mr. Como takes over the whole hour next fall. Roncom will also produce a summer replacement for Mr. Como the following summer.

Part of Mr. Como's contract with Kraft covers his appearances at conventions, sales meetings and other Kraft functions.

J. Walter Thompson Co., one of three Kraft agencies, is the agency of record for Kraft tv. However, Foote, Cone & Belding (Kraft confections) and Needham, Louis & Brorby (margarine, shortening, oils, mustards and jellies) will be compensated when those products are advertised on the show. #

Zeff Adds Florasynth

Roy Zeff & Associates, Skokie, Ill., has been appointed to handle the advertising account and marketing program of Florasynth Laboratories, New York, manufacturer of food flavors, extracts, oils, perfume bases and aromatic chemicals. The Zeff agency has moved to suburban Skokie after 20 years on Chicago's N. Michigan Ave.

Last Minute News Flashes

Norman, Craig Sues Pabst for $206,577

New York, March 6—Norman, Craig & Kummel has filed suit in Manhattan federal court against Pabst Brewing Co. for $206,577 in damages, alleging breach of agreement on commissions for broadcast programs and announcements (AA, Feb. 2). NC&K says Pabst has refused to pay $199,577 in costs plus commissions and that the agency is owed another $7,000 on other advertising Pabst placed via other agencies or direct. NC&K also seeks to recover $92,600 in talent repayments made by the agency to National Broadcasting Co.

Malcolm Smith Group Negotiates for MBS

New York, March 6—At press time a syndicate of New York business men headed by Malcolm Smith, president of White House Records, Waldorf Records, etc., was negotiating to buy Mutual Broadcasting System. The network has been in financial difficulties ever since its former president, A. L. Guterma, became embroiled with the Securities & Exchange Commission. The buyer of the network reportedly will have to come up with $200,000 in cash at the outset to take care of the payroll, unpaid AT&T line charges and the rent. The buyer also must take over the notes for money due the two owners of the network preceding the Guterma interests. The total package may amount to $1,500,000.

Seven States Consider Ad Taxes, AFA Reports

New York, March 6—Current status of legislation in various states relating to taxes on advertising, reported today by Advertising Federation of America, is as follows: **Maine**—a 3% receipts tax on advertising to provide educational scholarships is still in committee. If enacted, it will become effective Sept. 1. **Michigan**—a proposal to extend the state's gross receipts tax to include advertising is expected to be introduced in the legislature soon. **Texas**—a 5% gross receipts tax on advertising was introduced March 2 and sent to committee (*see story on Page 2*). **West Virginia**—a 2% gross receipts tax on advertising is still pending in committee. Proposals to tax advertising have been made in three other states—Kansas, South Dakota and Washington—but have not yet been introduced in the legislatures.

General Cigar to Woo Cigaret Smokers

New York, March 6—General Cigar Co. will break national advertising March 17 on tv stations in about 30 markets, in *Ebony*, *Life*, *Look*, *The Saturday Evening Post* and *Sports Illustrated* and, on March 23, in about 100 newspapers. Cigaret smokers will be asked to mail in an empty pack—any brand—and get a free sample pack of Robert Burns Cigarillos. Idea was tested in Buffalo and Chicago last year with satisfactory results, the company said (AA, Oct. 13). Young & Rubicam is the agency.

EWRR Adds Two H. K. Porter Divisions

New York, March 6—Two newly added units of H. K. Porter Co.—Thermoid and National Electric—have named Erwin Wasey, Ruthrauff & Ryan to handle their advertising. Thermoid is believed to bill about $450,000, National about $250,000. Aitkin-Kynett, Philadelphia, had the Thermoid business; National was with Ketchum, MacLeod & Grove, Pittsburgh.

J. Ward Maurer Leaves Wildroot Post

Buffalo, N. Y., March 6—J. Ward Maurer, vp in charge of advertising, Wildroot Co., leaves the company April 1, when its marketing operations transfer to the Colgate-Palmolive Co., New York, which recently bought the company (*see story on Page 3*). With Wildroot since 1929, Mr. Maurer said he is considering several prospects, both in and out of Buffalo. A former salesman, he switched to advertising in 1936, became director of advertising in 1951 and vp in 1955. He is a former board chairman of the Assn. of National Advertisers and the Advertising Research Foundation.

Bryan Houston Gets Macfadden Account

New York, March 6—Macfadden Publications has moved its account from Reach, McClinton & Co. to Bryan Houston Inc., effective immediately. Macfadden publishes True Story Women's Group and Sports-Saga Men's Group.

McGraw-Hill Files Reply; Other Late News

• **McGraw-Hill Publishing Co.**, New York, filed an answer yesterday in federal court to the action brought against it by Maurice Clements, trading as Caldwell-Clements Co., for allegedly distributing a series of sales promotion articles in 1953 designed to divert advertising from *Mart* to McGraw-Hill's *Electrical Merchandising* (AA, Feb. 23). McGraw-Hill's answer is a general denial, and pleads a general release dated Jan. 4, 1954.

• **Robert Ross** will join Arthur Meyerhoff & Co., Chicago, on March 23 as administrative creative director and a member of the plans board. Mr. Ross has been in account management at Tatham-Laird, Chicago, for the past four years.

• **Russell E. Scofield**, for 23 years ad director of the *Herald-Leader*, Lexington, Ky., will become ad director of the *Miami News* April 15. He continues as 1st vp of the Newspaper Advertising Executives Assn. Succeeding him as *Herald-Leader* ad director is Robert R. Hall, formerly the retail ad manager.

• **Jenkins Spirits Corp.**, Manchester, N. H., which launched Jenkins Reddy Made mixed drinks last fall in New England (AA, Sept. 1, '58), will break advertising in the New York metropolitan market March 20 with three ads a day twice a week for six months in the *New York Daily News*, and extensive point of sale material. John C. Dowd Inc., Boston, is the agency.

• **Salada-Shirriff-Horsey**, Toronto, has named Sullivan, Stauffer, Colwell & Bayles, New York, to handle its Sea brand frozen shrimp products, now being introduced in several U. S. markets. The agency already handles Salada tea and S-S-H's Junket line in the U. S. The company this week also named Vickers & Benson, Toronto, for corporate advertising, institutional advertising for the Horsey division (Canada) and brand advertising for Crawford caramel spread and a new product not yet on the market. The business was formerly handled in Canada by McKim Advertising and Bradley, Venning, Hilton & Atherton. Last week S-S-H named Leo Burnett Co. of Canada to replace McKim on all other brand advertising, including tea, marmalades and desserts.

Appliance Buyers Preselect Brands: 'Chicago Tribune'

Chicago, March 3—Most couples, in buying a major appliance, buy the brand they originally had in mind; women usually take the lead in the decision-buying process; families get a "basic three" group of appliances—washing machine, vacuum cleaner and tv set—before they get any other kind.

These are a few of the findings in the *Chicago Tribune's* latest research on shopper buying attitudes.

The study is based on personal interviews with 2,002 metropolitan Chicago housewives, selected at random.

■ On brand choice the *Tribune* study shows the following percentage breakdown of those who bought the brand they had in mind originally and those who didn't, listed according to appliance:

Appliance	Yes	No
Air conditioner	59%	41%
Vacuum cleaner	85%	15%
Washing machine	79%	21%
Clothes dryer	72%	28%
Tv set	69%	31%
Refrigerator	61%	39%
Home food freezer	77%	23%
Kitchen range	66%	34%

■ On appliance advertising, the study revealed that 20% had no particular complaint against it, but those who did showed their peeves to this extent: Excessive claims in ads, 20%; unbelieveable advertising, 19%; ads claimed their products better than others, 9%; ads claimed low price, 8%; no price or no total price shown, 2%; miscellaneous, 23%.

■ The study breaks down the category of housewives into three kinds of buyers—dependent, independent and individualistic.

Of these three the dependent group represents the largest segment (70%), the independent the second largest (25%), and the individualistic the smallest (5%).

The dependent woman always takes her husband along for major appliance purchases. She is afraid of her own gullibility. She knows she lacks mechanical know-how. She is afraid of being trapped between her husband and the salesman. She cannot be sold on the basis of the labor the appliance will save her, since she feels guilty about "loafing" while her husband is out working. She makes frequent service calls and frequently returns any item she feels the salesman has "talked" her into.

The independent woman knows what she wants, and if she takes her husband along on the shopping trip, she is afraid that he will be talked into buying some appliance she doesn't want.

The individualistic woman buyer is wealthy enough to own all the appliances she wants. When she shops, she is usually looking for something new which she can show off.

■ The *Tribune* study was able to show whether the man, the woman or both had the say in the purchase of an appliance, broken down by percentage for each appliance. For example, in the purchase of an air conditioner, the man had the say in 37% of the families polled, the woman had the say in 16% of the cases, and they both had an equal say in 47% of the cases. In the choice of a tv set, the men had the say in 27% of the cases and the women in 26% of the cases. They had an equal say in 47% of the cases.

As can be seen, the masculine prerogative in the choice of these two items dominates or is equal to the woman's. #

Nowland Gedalecia Woods

PERCEPTION SYMPOSIUM—*"Perception Theory in Consumer Research" was the subject of an all-day symposium held in Greenwich, Conn., on Feb. 26 by Nowland & Co., Greenwich market research company. The sessions were chaired by Ben Gedalecia, vp in charge of research at Batten, Barton, Durstine & Osborn, shown here talking with Roger Nowland, president, and Dr. Walter Woods, vp, of the Nowland company.*

Midas Probes to Find 'Emotionally Compatible' Shop

(*Continued from Page* 3)

head of Psychological Dynamics, was head psychologist at Chicago State Mental Hospital for seven years before he opened his consulting service last year. He has worked with agencies as consultant on products and personnel, but this is his first experience with agency screening.

Midas selected a few agencies of each size (small, medium and large) for screening. Selection was based partly on personal knowledge of "how the agencies function as groups of people." The company also sought agencies which have recently undergone changes in top level personnel or in accounts.

"Change in itself, without knowing anything more, is a sign that something constructive is going on," Mr. Lundin explained. He pointed out that the significance of the changes can be determined when Midas officials meet with the agencies.

■ The 15 agencies were asked these questions:

1. What, in your opinion, is the proper function of an advertising agency?

2. What is your philosophy in selecting personnel?

3. From your experience, what kinds of people are drawn to work in advertising agencies?

4. In what way, if any, are these people different than those who are drawn to work in industry?

5. What do you consider to be the ideal relationship between an agency and its client?

6. How do you judge the effectiveness of your creative staff's communication with your clients?

7. Would you please describe your organizational structure, and indicate in what way this structure may affect your creative process?

8. Please enclose one of your recent ads, and indicate the following: (A) How was this ad conceived—history, source of ideas, underlying purpose, etc. (B) What is your analysis of its effect, based either on research or empirical evidence?

■ Notably missing are the "nuts and bolts" questions concerning billings, accounts and personnel usually found in questionnaires addressed to agencies. Mr. Sherman said his company is trying to develop standards by which to evaluate its present agency.

He added, "We sincerely feel that it is good business sense to begin to establish emotional compatibility with more than one agency, if possible."

Mr. Sherman also made use of Mr. Lundin's services about two years ago when he started the Midas business (AA, March 31, '58). At that time, psychology was used in the hiring of Midas muffler shop managers, in order to get persons who would be "psychologically right" for the job.

The company recruited most its "field counselors" (factory representatives) from academic fields through want ads in scholarly journals. Many of the counselors have backgrounds in psychology; some have advanced degrees. None is a former salesman, Mr. Sherman said, since he believes such a background would inhibit the person from carrying out the Midas concept of what a "counselor" should do to aid dealers.

■ The company, which sells auto mufflers through franchised dealers, said last year its advertising budget exceeded $2,000,000.

Mr. Sherman worked with his father, Nate, head of International Parts Corp., before setting up the Midas organization late in 1956. Midas is a consumer distribution operation; the mufflers are made by International Parts.

The company sells its gold-colored mufflers with a guarantee for the life of the car as long as it is owned by the person who buys the mufflers.

Midas muffler shops are exclusively concerned with inspection and replacement of car and truck mufflers, tail pipes and dual exhausts. #

Conover-Mast Buys 'Electrical Manufacturing'

(*Continued from Page* 3)

for the past two years. He became president of Gage Publishing Co. last year, following the death of Mr. Fletcher, president and owner of the company.

■ Gage Publishing Co. was founded by the late Nelson W. Gage in August, 1892, as Buyers' Reference Co. The name was changed to Gage Publishing Co. in 1907. At one time the company published several electrical publications (*Electrical Record, Metropolitan Electrical News, Electric Specifications*) which were subsequently sold or discontinued. *Electrical Manufacturing* was established in 1928. It is a member of Business Publications Audit of Circulation and National Business Publications.

■ With the purchase of *Electrical Manufacturing*, Conover-Mast, established in 1927 by the late Harvey Conover and Burdett P. Mast, now board chairman, adds another title to its list of business publications. The others include *Business/Commercial Aviation, Construction Equipment, Mill & Factory, Purchasing, Space/Aeronautics* (formerly *Aviation Age*), *Volume Feeding Management* and several directories. They are members of BPA and NBP. #

Spend More for Ads, Spink Urges Baseball Teams

In a lead editorial in the March 4 issue of the *Sporting News*, J.G. Taylor Spink, general manager, chided the Chicago White Sox for spending only $25,202 for advertising in 1957, and he urged organized baseball to do a better job of advertising their teams. He added that baseball has not scratched the surface in advertising its teams and star players.

ADVERTISEMENT

CORRECTION

Due to a typographical error in our issue of February 23, the advertisement of WICS, NBC affiliated television station in Springfield, Illinois, carried incorrect call letters, "WISC". These are the call letters of the CBS affiliated station in Madison, Wisconsin. The corrected WICS advertisement is appearing in this issue on page 54.

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Century Schoolbook with Bold

we'd like to put it right in your lap

50.3% of all Michigan's retail automotive sales outside Metropolitan Detroit are made in Michigan's Golden Triangle area, which includes Jackson, Lansing and Battle Creek. And this rich area can be reached powerfully with only *one* station . . .

WILX-TV
Hotel Hayes
Jackson, Michigan

CHANNEL 10

NBC

This is just part of WILX-TV's coverage story. Venard, Rintoul & McConnell, Inc. has the whole interesting picture. Ask them about it. You will be surprised at how much you can sell in Out-State Michigan.

***If you want to sell more* household furnishings,** go where every page is full of ideas that sell: Better Homes & Gardens, the family *idea* magazine. It's impossible to leaf through any issue without finding hundreds of ideas that sell BH&G's home-centered readers on going out to shop and then to *buy*. Five out of ten BH&G average-issue readers live where new furniture was bought during a one-year period—nearly 30% better than the nonreader record!

Source: BH&G-Politz—12 Months' Study, 1956

During the year 1/3 of America reads **Better Homes and Gardens** . . . *the family idea magazine*

PARTICIPATION IS A FACT OF LIFE

Part of participation is being in step with the times.

You can see that in people who participate. They're the people who are actively aware of everything around them; people who are happily in touch with their world.

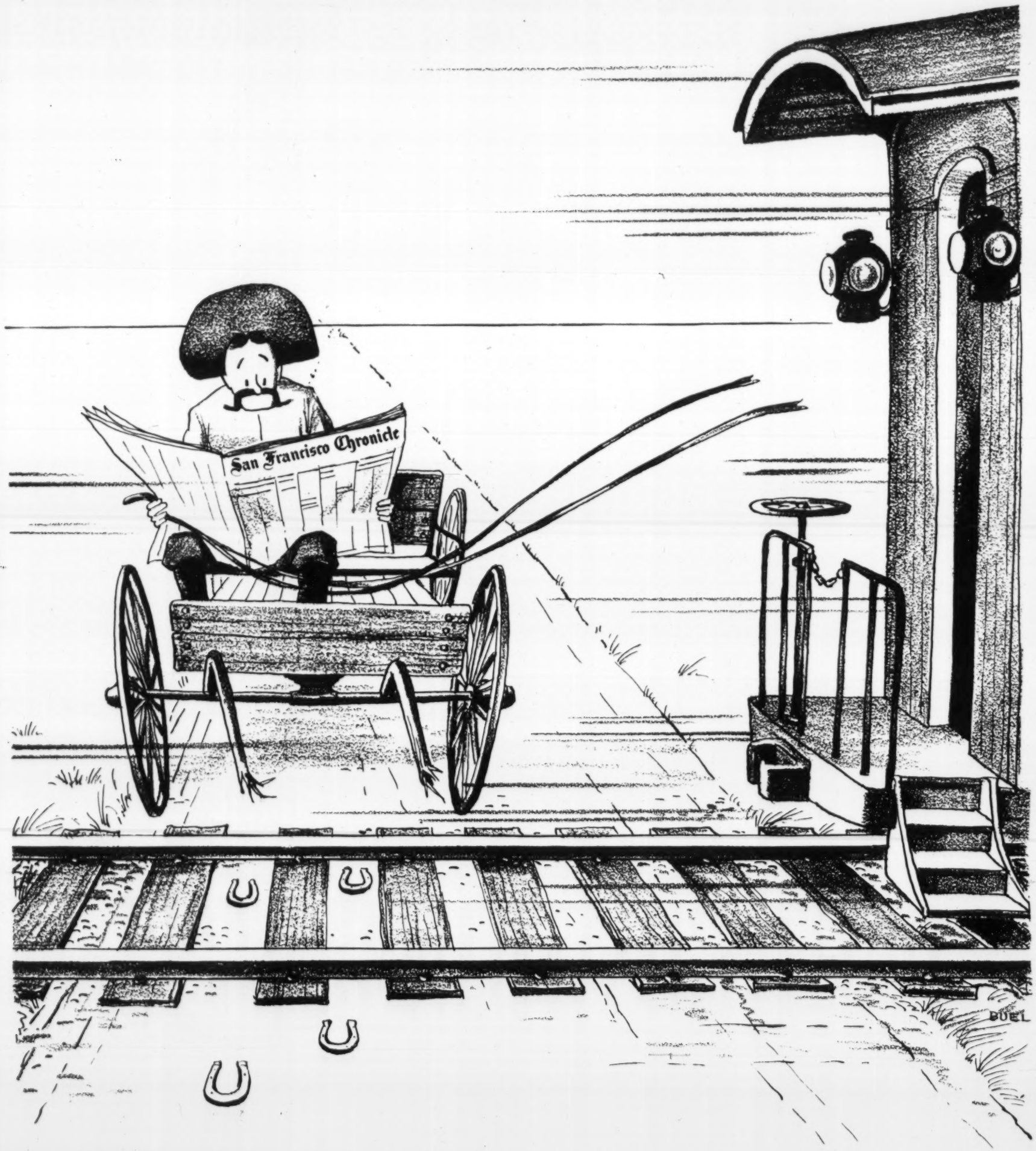
That people who prize participation reach out for LIFE each week should not surprise you. LIFE has their spirit; their same "see-for-yourself" quality.

LIFE has the ability to be part of what is going on today.

Participation is a fact of LIFE. One fact. You might say that for more than 32 million active readers, LIFE is everything that is *new* and *now* and in the *present.*

That's why your advertising will perform well in LIFE. To find out more about it, call V. J. Brosnahan, JUdson 6-4946. He has all the facts of LIFE.

THE CHRONICLE MEANS THE WEST



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